

Slough Trading Standards



Service Delivery Plan
2019/2020

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



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 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 response to complaints and intelligence** **1**
(triggering detailed investigations into consumer protection offences)
- Targeted project work** **2**
- Participation in national and regional liaison group** **3**
- Risk based inspection programme** **4**
- Training and advice, provided to both consumers and business** **5**
- Working with other organisations with similar priorities** **6**
- Proportionate Enforcement -with prosecution of offenders as a last resort** **7**
(in line with our Corporate 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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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 2018/2019?

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.



It is very well recognised that there is a lack of consistent data to paint a picture of what local trading standards services are delivering for people and communities.

As such, Slough trading Standards has agreed to take part in the pilot of the ACTSO (Association of Chief Trading Standards Officers) Impacts and Outcomes Framework. The Impacts and Outcomes Framework is intended to raise the profile of the service locally, whilst offering the ability to demonstrate how services are collectively supporting consumers and businesses nationally.

A comprehensive review of our Impacts and Outcomes for the year 2018-2019 is available through the following link: <http://www.slough.gov.uk/business/trading-standards/the-trading-standards-service.aspx>

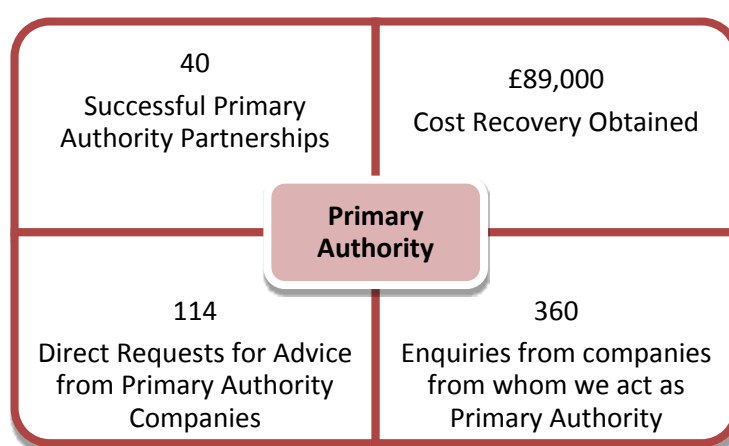
The following report adds some narrative to our performance and achievements over the past year. At the end of the report is the service delivery plan for the forthcoming year.

Primary Authority Partnerships and Income Generation

PRIMARY AUTHORITY

Primary Authority partnerships comprise a legally binding contract between the authority and a business to provide ongoing specialist assured 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 robust and reliable advice, through the creation of these legal partnerships. 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. This year, four new companies signed up to become Primary Authority Partners.

Advice is provided at a cost recovery rate with an hourly charge for any work undertaken. In 2018/19, along with our colleagues in Food Safety, we obtained cost recovery of circa £89,000. 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 114 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 involved mediating in consumer complaints. 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. In the past year we received a total of 360 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/> and <https://www.slough.gov.uk/primaryauthority>

In July we launched our Business Advice and Support Partnership (BAASP). BAASP is a partnership agreement with Kent County Council, Hampshire County Council and East Sussex County Council to increase our capacity to provide and share specialist knowledge in the following areas:

- Trading Standards
- Food & Safety
- Health & Safety
- Fire Safety
- Licensing



Although the partnership is in its infancy, this has enabled us to be selected as a key partner, known as a 'strategic partner' with the Office of Product Safety and Standards OPS&S (the Government Dept. who manage the Primary Authority Scheme) for delivery of Primary Authority Partnerships.

We aim to become more commercial in focus. As such we also offer a range of other business advice and paid for services, all of which amounted to Trading Standards achieving a combined income in excess of £113,000

Age restricted sales

Trading standards are tasked with ensuring retailers do not sell age restricted products to children. We manage this responsibility in a variety of ways

 A collection of campaign materials from Slough Borough Council. At the top left is the Slough Borough Council logo. To its right is a 'CHALLENGE 25' logo. Below these are three main messages:

- I'M A TRADER, CAN I BE MORE VIGILANT ABOUT UNDERAGE SALES? Yes, you CAN!**
- CHALLENGE** Anyone who appears to be less than **25**
- ASK** For ID when anyone appears to be less than 25 to prove that they are over 18
- NOT SELL** A number of retailers implement the "No ID, No SALE" to cut the number of attempted sales and help protect shopworkers

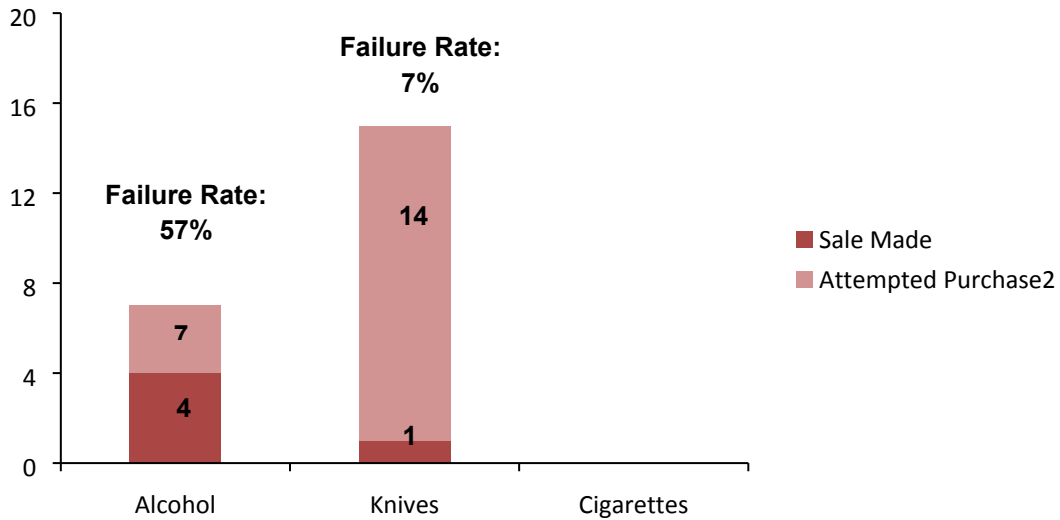
Sale of ALCOHOL, TOBACCO, BUTANE GAS LIGHTERS, FIREWORKS and KNIVES, BLADES and other similar items to any person under 18 is prohibited and may lead to fine and imprisonment.

➤ **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. Last year we supported one such license 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 2018/2019



Total sales = 5 out of 21 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.

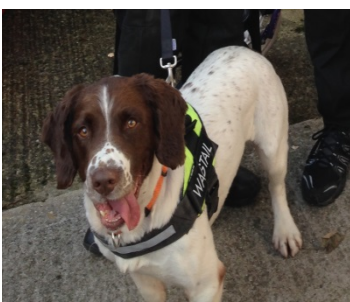
Last year, as a direct consequence of the rise in knife crime, Trading Standards in conjunction with Thames Valley Police continued with an increased programme of carrying out test purchasing of knives. The aim being to ensure that retailers do more to prevent knife crime by ensuring that they do not sell knives without undertaking age verification. One sale took place in a national retailer.

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 & illicit Tobacco Inspections

During 2018/2019 trading standards carried out twelve inspections of premises, with the assistance of tobacco detection dogs. Below is an outline of the illicit products discovered:

- **1528** x packs of 20 cigarettes
(30,558 sticks in total)
- **1099** x pouches of chewing tobacco
(14441g / 14.44kg in total)
- **60 x 50g** pouches of hand rolling tobacco
(3000g / 3kg in total)

Products were seized that either bore non-English health warnings, no pictorial health warnings, non-statutory warnings, or no warnings at all.

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 business in compliance with the respective legislation.

Where shisha pipes were being provided to customers without statutory health warnings about tobacco, the pipes themselves can be (and have been) seized as evidence.

Food standards

Advice to those who prepare and sell food

From 13 December 2014 new food laws come into force and these require you to declare the allergens in the food you prepare and sell. These are the allergens that must be declared:

Allergen	Examples
 Celery	
 Crustaceans	Prawns, crab, lobster, crayfish
 Eggs	
 Fish	
 Gluten	Wheat, rye, barley, oats, spelt, kamut
 Lupin	Pizza bases
 Milk (lactose)	Whey powder
 Molluscs	Clams, mussels, whelks, oysters, snails, squid
 Mustard	Including mustard seed
 Sesame	Burger buns, prawn toast
 Soya beans	Tofu
 Sulphur Dioxide (Sulphites)	Preservative found in dried fruits and wine
 Peanuts	
 Nuts	Almonds, pecans, brazil, pistachio, cashew, macadamia, hazelnut, walnuts

Ways to declare allergen information

- On the menu next to the food item
- On a warning notice telling people where to find it e.g. on a separate leaflet or chart
- A notice similar to below advising the information can be given verbally.

Make sure your staff are trained and are aware of all your products which have allergens.

To comply, the minimum you are required to do is put a notice up.

Trading standards successfully completed 100 per cent of their high risk, medium risk and low risk routine food standards inspections in 2018/2019 in addition to other food standards enforcement visits.

A total of 192 food standards visits were carried out last year.

Interventions on these visits: **49** Written Warnings Issued

Compliant

118 Compliant on First Visit
22 Compliant on Contact
1 Compliant on Revisit

Non Compliant

37 Non Compliant on First Visit
0 Non Compliant on Revisit
4 Non Compliant on Contact

Further work included:

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

Project	Total	Unsatisfactory
Trading Standards South East (TSSE) Internet Sampling –Compliance with Labelling	6	5
Trading Standards South East (TSSE) Supplements Project –Compliance with Labelling	4	3
Trading Standards South East (TSSE) Takeaway Project –Compliance with Meat Species, Colours, Allergens & GM Oil	10	3 unsatisfactory regarding meat species



These projects entailed shopping on the internet, visits to food business outlets (predominately restaurants and take-aways) to determine if the food being advertised was as described. It was completed in conjunction with the, TSSE and the Public Analyst.

It was found that many of these Food Business Operators (FBO) were incorrectly labelling the food and the business owners were advised of the legal requirement when selling or offering for sale food in the UK. Test purchases made on the internet from Food businesses outside of the Borough were written to and their local Trading Standards informed.

Over the course of the project:

- ❖ **9** Letters were written to other trading standards services
- ❖ **5** Letters were written to traders for non - compliance
- ❖ **13** Visits made to premises in the Borough
- ❖ **3** Traders now displaying the true name of the food 1 x Ongoing traceability and investigation on meat DNA content.
- ❖ Allergen compliance increased
- ❖ Genetically Modified Declarations increased

A separate food standards plan has been produced for Trading Standards for 2019-20/. 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 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 general 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 at Langley. This work is part of a National Trading Standards and TSSE ports project.

Highlights from 2018/2019 are below:

- Advising multinational 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 **33,000** goods with an estimated retail value of **£1,013,880.00**.
- The service dealt with **117** 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 (OPSS).
- Hosted several visits from OPSS to explain the role of local trading standards.
- Advised OPSS on their new (yet to be launched) product safety database in preparation for the EU Exit.
- Attendance at Launch event of the new Product Safety standards (PAS 7100:2018) for product recalls and corrective actions.
- Joint working with HMRC to set up a new inspection site for controls on imported goods.

Rogue traders and doorstep crime

Slough
Borough Council

**NOT SURE?
DON'T OPEN THE DOOR!**

Do you get people calling at your door offering to do odd jobs?

Doorstep criminals are also referred to as out Rogue Traders and Bogus Callers. You cannot pick them out by just looking at them. So if you are unsure, don't let them in!

Bogus callers are criminals trying to steal money and valuable . They use tricks and fake identities to get into your home and obtain personal details.

Rogue traders usually cold-call, offering to work on your house, garden or driveway. In reality they charge inflated prices for poor or incomplete work.

To avoid being defrauded by Rogue Traders, always **TAKE YOUR TIME** when agreeing to a service or buying goods. **SHOP AROUND** first and get **WRITTEN QUOTES** from at least **TWO TRADERS**. Always have your **AGREEMENTS** (price, start and finish dates, payment arrangements) in **WRITING**.

How to Spot a ROGUE TRADER?

- They insist that the work is urgent and must be done immediately.
- They claim that all work is fully guaranteed, that they work with or on behalf of the council or have been working in the local area.
- They rush you into making a decision by offering discounted and special prices.
- They ask for payment right there and then and will even offer to take you to a bank if you don't have

REMEMBER! The advice from the Police and Trading Standards is that you should **NEVER BUY AT THE DOORSTEP**

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 October 2018. A joint operation by Slough Borough Council and Thames Valley Police, saw **64** homes visited across the borough as part of a national crackdown on rogue trading.

A 20-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, **24 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.

Effectively dealing with rogue traders and preventing and detecting doorstep crime remains a high priority for 2019/2020 as ultimately the victims are predominantly vulnerable residents.

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.



NATIONAL TRADING STANDARDS
Scams Team

Friends Against Scams is a National Trading Standards Scams Team Initiative

<p>Consumers lose £5-10 billion to scams each year!</p>	<p>Friends Against Scams aims to protect and prevent people from becoming victims of scams by empowering communities to...</p>
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Take a Stand Against Scams!

#FriendsAgainstScams
www.friendsagainstscams.org.uk

The National Trading Standards Scams Team (NTSST). 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 **52** 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. Talks to raise awareness of scams were delivered at the 50 Plus Forum & Cippenham Residents & Tenants Association. The service also regularly leaflet drops residential areas with advice leaflets and face to face advice.

Trading Standards participated in the NTS Wellbeing project this year where the wellbeing of scam victims was assessed before and after intervention by Trading Standards.

During scams awareness month in June, visits were carried out to distribute posters, leaflets & doorstep stickers to churches, health centres, libraries and community centres to raise awareness of scams.

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. 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.

Slough Trading Standards, has worked with the national England Illegal Money Lending Team (IMLT) – for many years. Part of this work is to engage with partner agencies and make them aware of illegal money lenders.

The IMLT team offer training to Police Officers, Carers, Social Services anyone who has a role in visiting people that are vulnerable and likely to engage with Loan Sharks.

As part of CRED week awareness, Slough Trading Standards spoke to many - residents in the Chalvey area of Slough to raise awareness of loan sharks and how to avoid falling prey to one. There was also a leaflet drop in the area. This was in partnership with the National Money Lending Team SBC colleagues and Thames Valley Police.

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. If they have

suspicious and do not report it, the bank is at risk of being investigated for money laundering offences!

Nationally the banking protocol has achieved the following successes between January and March 2019:

- £11,668,510 in prevented fraud
- 66 arrests
- 1,780 emergency calls

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 available for reference, in the event of animal disease outbreaks 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 potential Avian Flu outbreaks; which can also affect the descriptions of eggs (i.e. free range eggs).

We currently have a Memorandum of Understanding with West Berkshire Trading Standards to ensure that we can respond effectively and efficiently to animal health, animal welfare and feedstuff complaints.

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 effect 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.

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.

We have proactively been working with a Primary Authority partner to disrupt the online sales of accessories. This work has enabled us to get through the supply chain and has seen a drop in the numbers of counterfeit and potentially unsafe electrical accessories entering the supply chain and ultimately consumer's homes.

Fireworks



Trading Standards has a responsibility to licence the storage and retail of fireworks. During 2018/19 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 **386** pieces of equipment with a **46** 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.

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.

Trading Standards is committed in improving the standard of service to landlords and tenants provided by the borough's letting agents. To ensure this, action will be taken against a letting agent who fails to comply with the legislation.

Last year, a fixed penalty notice for a fine of £5,000 was issued by the council against a letting agent who was found to be breaching the legislation.

Complaints and enquiries



Throughout 2018/19 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 **1739**. However, when we count the total amount of enquiries received about any issue the service has dealt with **2581** enquiries.

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

Thank you...

Last year the service received 5 separate letters of thanks from consumers and other stakeholders who wanted to express their appreciation for the work and service they had received.

Chief Constables Award

Slough trading Standards were awarded a Chief Constables Award which reflected their invaluable contributions to the success of a major partnership investigation known as Operation Component; which comprised a highly complex fraud involving an organised crime group operating across the whole country. The company, First Choice Engines, was based in and operated from Slough and Slough Trading Standards were part of the joint team also comprising Thames Valley Police and the Insolvency Service. Slough Trading Standards also took part in the planning and execution of an entry warrant in Slough. All defendants were later convicted and sentenced to imprisonment in excess of 4 years.



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/tradingstandards>

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.

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 15 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**
- **EU Exit**

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

The Trading Standards Service plan for 2019/2020, 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 and Group Manager for Consumer Protection 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

TRADING STANDARDS ACTION PLAN 2018/19

Directorate: Adults and Communities	Service Manager: Andrew Clooney
Division: Regulatory Services	Budget: £348500 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 consumers, 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 against traders who flout the law. 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.	

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>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 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 aggregate income target of £113,500 of which £77,800 is primary authority.</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 company's 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</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 nationwide, via the provision of PA support which has a national impact.</p> <p>Reduced regulatory burden on PA businesses.</p>	<p>Trading Standards Manager</p> <p>Trading Standards Manager</p> <p>All Food Safety & Trading Standards Officers</p>	<p>March 2020</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>

			support business in more holistic way, supporting the 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>Target: Meet and/or exceed aggregate income target of £113,500 of which £77,800 is primary authority.</p> <p>Target: Support and resource the Business Advice and Support Partnership (BAASP) and its strategic objectives.</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 • Assured Trader Schemes • Funded projects from regional or national groups (TSSE/NTS/FSA) <p>Send 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> <ul style="list-style-type: none"> - Telephone and online payments <p>Promote and advertise services, including working with</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>Trading Standards Manager</p> <p>Food & Safety Manager</p> <p>All Food Safety & Trading Standards Officers</p>	<p>March 2020</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</p>

			<p>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>Promote, support and resource the Business Advice and Support Partnership which will bring capacity, resilience and expertise to our business advice model.</p>			campaigns
<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]</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> <ul style="list-style-type: none"> - 100% inspection of A, B, C and all other non rated premises - complaint food businesses - Identified poor performing businesses targeted with appropriate interventions and re-rating the risk <p>To tackle Food Fraud</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>Ongoing until March 2020</p> <p>Monthly and Quarterly review</p>

		<p>allergens at catering premises. Project to establish which food 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..</p> <p>Target: Ensure all new food business registrations are risk assessed & inspected in line with risk and FSA CoP</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, 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</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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			<p>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>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> 			
<p>Product safety & counterfeit goods</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: All detections at Ports authorities for unsafe/illicit goods to be followed up according to national Trading Standards Ports Project Protocol</p> <p>Target: Participate in National / Regional projects which reflect a local priority</p> <p>Target: Continue to develop competencies of all enforcement staff to ensure they are</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>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</p>	<p>Trading Standards Manager</p> <p>Lead Product Safety Officer - RDC</p> <p>All officers to support</p>	<p>March 2020</p> <p>Monthly review</p>

		<p>competent to carry out ports project work</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>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>less availability of unsafe and dangerous products</p> <p>Promotes a fair, safe and equitable local, 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 and act upon 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 along with partners.</p> <p>Target: Promote under age sales 'alternative</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 underage 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>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 negative media profile of underage 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'</p>	<p>Trading Standards Manager</p> <p>Lead Underage Sales Officer -LJ</p> <p>FS/NET/ Licensing/T hames Valley police acting as 'eyes and ears' and intel sources.</p>	<p>March 2020</p> <p>Quarterly review</p> <p>Feedback from candidates</p> <p>Number of candidates taught and pass rates</p>

		<p>resolutions' package', which gives sellers option to attend and complete BTEC training and in doing so no legal proceedings will be taken</p>	<p>Added value: - Self funding training reducing delivery costs to SBC - Positive impact on business compliance and awareness of legal responsibilities</p>	<p>compliance rates regarding the display of warning notices about tobacco and alcohol sales</p> <p>Alleviation of pressures on hospital A&E departments through reduction in excess alcohol cases among under 18 year olds</p> <p>Improved health and wellbeing for young people through reduced access to potentially harmful products 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</p>		
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				<p>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>		
<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 channel shift and increase in users of the Trading's standards website for information and self help</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>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 2020</p> <p>Quarterly review of information on website</p> <p>Number of website hits</p> <p>Feedback from website users</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 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> 			
Tobacco Control / Tobacco Alliance work/legal	2: Our people will be healthier and manage their own care needs.	Target: To carry out two illicit tobacco enforcement days along with sniffer	<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</p>	Licensing reviews considered for any business being found to not be operating in compliance with	Trading Standards Manager Lead	March 2020 Take enforcement measures that

<p>highs</p>	<p>3. Slough will be an attractive place where people choose to live, work and stay.</p>	<p>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 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: To carry out at least 1 operation targeting Slough self storage units for the detection and identification of individuals/businesses using such units for storage of illicit tobacco.</p>	<p>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 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>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>Fairer competition for all businesses</p>	<p>Tobacco Control Officer - DC</p> <p>All Officers to support</p>	<p>are appropriate and in line with enforcement policy</p> <p>Maintain TSSE tobacco focus group attendance</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</p>	<p>Target: Trading Standards will intervene in 100% of all scam victim notifications they receive, from all</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>Improve the safety of children and vulnerable people in Slough</p> <p>Improved life's of</p>	<p>TS Manager</p> <p>Compliance Team Leader</p>	<p>March 2020</p> <p>Monthly review and feedback to Head of Service in</p>

	<p>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 our residents.</p>	<p>stakeholders providing signposting & holistic support to all vulnerable victims.</p> <p>Target: To participate in national Rogue Trader Day.</p> <p>Target: Ensure all staff are trained in safeguarding and follow the SBC safeguarding principles.</p> <p>Target: Participate in scams awareness month with range of activity.</p> <p>Target: All scams victims to be assessed and where necessary a safeguarding referral to be made.</p> <p>Target: All scams victims to be asked if they should require a call blocker and where funding availability</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 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'</p>	<p>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>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>Lead Scams Officers -JS</p> <p>All officers to support</p>	<p>CP&BC monthly meetings</p>
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		<p>allows, for that call blocker to be installed for free.</p> <p>Target: All scams victims to be assessed for fire safety in the home by trading standards officers.</p> <p>Target: All Scams victims to be signposted to free resources such as silverline etc.</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>Target: Trading standards enforcement officers who undertake scams visits to receive MECC training (Making Every Contact Count).</p>	<p>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>Promote fee counselling services such as Silver line, Age Concern etc.</p> <p>Provide talks to Slough 50+ forum including preventative and signposting advice to other support services.</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> <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>		
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				<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>		
<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</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>TS Manager.</p> <p>All officers to support</p>	

		<p>implemented. This may span several years.</p> <p>Target: The service will adopt the ACTSO impacts and outcomes model and report back annually on national performance figures.</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 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>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>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>Ensures a holistic approach to issues and bring with it 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>Trading Standards Manager</p> <p>Compliance Team Manager</p> <p>All officers to support</p>	<p>March 2020</p> <p>Monthly review and feedback to Head of Service during CPBC managers meeting</p>

		<p>Target: Carry out talks to community groups on trading standards issues</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: Set up surveillance protocol to monitor all estate and letting agents in the borough and ensure compliance within the sector. Ongoing.</p> <p>Target: Expand previous project scope into letting and estate agent compliance to include new provisions of the Tenant Fees Act 2019 and The Client Money Protection Schemes for Property Agents (Requirement to Belong to a Scheme etc.) Regulations 2019</p> <p>Target: Explore better partnership arrangements and</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 fixed penalty fine £5,000 an agent or property manager who should have joined a scheme has not done so, should have displayed tenant fees and should have provided client money protection and had not done so.</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>Enforcement action includes the ultimate sanction of a £5000 fixed penalty notice</p>	<p>Trading Standards Manager</p> <p>Lead Lettings Officer (LJ/PAD)</p> <p>All officers to support</p>	<p>March 2020</p> <p>Monthly review and feedback to Head of Service during CPBC managers meeting</p>

		intel sharing protocols with SBC Housing.				
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)	<p>Target: Manage and maintain all Animal Disease Contingency plans as directed by DEFRA, in partnership with all recognised partners</p> <p>Target: Ensure MOU with Public Protection Partnership (PPP) in respect of animal health and feed provision, is monitored to ensure cost effectiveness of service provision</p>	<p>To carry out a monitoring programme at the Langley Horse Fair, to ensure compliance</p> <p>Inspection of local animal keepers and quarterly monitoring to ensure that all AMLS and AMES data inputting are completed within set targets</p> <p>To share intelligence and best practice with external agencies and other partners</p> <p>Collaborative working with TSSE regional focus groups and other partners and sharing data to build regional and national statistics</p> <p>To ensure that all relevant Contingency plans & procedures are up to date</p>	<p>Enhanced public confidence in standards of animal health and welfare and in the provenance and quality of meat products</p> <p>A healthier and better cared for livestock</p> <p>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>Trading Standards Manager</p> <p>West Berkshire Trading Standards Service</p> <p>Lead Animal Health Officer - DC</p>	<p>March 2020 Ongoing</p> <p>Half year review</p>
EU Exit Preparedness	3. Slough will be an attractive place to live, work and stay	<p>Target: Ensure all contingency has been put in place to ensure all trading standards staff can perform their duties effectively on Day 1 leave.</p> <p>Target: Ensure all authorisations and</p>	<p>To maintain presence on her majesty's government Local Authorities Border Delivery Steering group to prepare for EU Exit.</p> <p>Maintain active participation of all council contingency plans in relation to Brexit preparedness.</p> <p>To ensure trading standards relevant news in relation to residents and business is profiled through council communications.</p>	<p>Ensures a holistic approach to EU Exit issues and bring with it resilience and capacity and expertise to deal with scenarios which involve Trading Standards and our liaison with business and consumers alike.</p>	<p>Consumer Protection Group Manager</p> <p>Trading Standards Manager/Food Safety Manager</p>	<p>Ongoing</p>

		<p>delegations are in place to entitle trading standards staff to ensure they are authorised, in accordance with the councils, constitution to carry out all legislative duties.</p>	<p>Ensure we liaise with all necessary partner agencies and regulators to ensure we can support and help business and residents in lead up to, and in the aftermath of EU exit.</p> <p>Be mindful of opportunities EU Exit will bring in terms of profile for the council and the trading standards service and be an exemplar of change and support by maintaining a high profile locally, regionally and nationally.</p>	<p>A positive effect on business function and competitiveness, especially for SME's in the lead up to EU Exit where many may be confused with the wealth and mosaic of information available.</p> <p>Use available resources to communicate any trading standards messages effectively and to target audience.</p>		
Looking Ahead		<p>Horizon scanning; providing a forward thinking service and fulfilling statutory obligations</p>	<p>Keep abreast of developments from the Food Standards Agency on the future of the Delivery of Official Food Controls and align our service provision accordingly.</p> <p>Identification and registration (where appropriate) of primary producers of food (as identified in FSA National Enforcement Priorities).</p> <p>Continue to participate in the Food Standards Agency's Regulation Our Future work. Keep abreast of the future of the Delivery of Official Controls in light of the ROF and Brexit agendas and align our services accordingly.</p> <p>Implement new Acrylamide Regulations, following national guidance. Provide information to businesses via council website.</p> <p>Building links with other teams within the Council to</p>		<p>Group Manager – Consumer Protection; Trading Standards Manager; Food & Safety Manager, Food Team Leader</p>	<p>Ongoing</p>

			ensure that changes in business ownership and nature and identified and acted upon in a timely fashion.			
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