

Slough Trading Standards



Service Delivery
Plan 2017/2018

Consumer Protection and Business Compliance Group

The Consumer Protection and Business Compliance Group is an outward facing service group including members from:

- **Trading Standards**
- **Food & Safety**
- **Licensing**
- **Community Safety**
- **CCTV and Careline**

Our aim is to achieve a safe, healthy and fair trading town for our residents, businesses and visitors. The wide ranging work of the group is risk based and is fundamental in creating a level playing field in which responsible businesses can flourish and our communities remain protected from rogues.

Trading Standards

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

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

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

Please forward your views to:

Ginny de Haan, Head of Consumer Protection and Business Compliance

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

or

Andrew Clooney, Trading Standards Manager (Trading Standards)

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

Address:

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

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

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

Growing a place of opportunity and ambition

Our vision

The Joint Wellbeing Strategy and the council's 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.

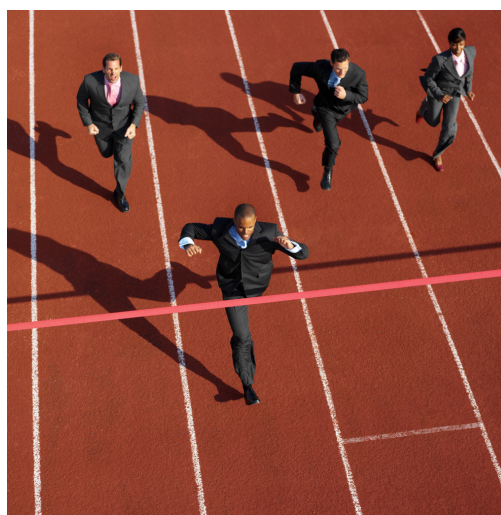
The enforcement policy reaffirms our commitment to carry out our duties in an open, fair and consistent manner. We recognise most people want to comply with the law, therefore, we want to support and enable them to meet their legal obligations without unnecessary expense. Assessment of risk and the likelihood 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
during**

Our service plan will be
annual basis and



**perform
2016/17?**

reviewed on an
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 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 £86,000. 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 98 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 354 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://primaryauthorityregister.info/par/index.php/home>

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

Age restricted sales

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

(Drinkaware statistics, 2012)



- **Underage sales enforcement** protects children from harmful items and substances and is a vital feed into the health and wellbeing and ‘safer communities’ priorities of the SCS.
- **Trader information packs** were distributed to local businesses, providing information on the law on age restricted products, along with advice on due diligence and further information/documents to assist staff training on underage sales matters. Many of these were distributed on Crime Reduction and Enforcement Days (CRED), which Trading Standards participated in throughout the year.
- **Licensing reviews** have been used for all traders failing a test purchase. This can result in conditions on the trader’s licence or even a complete revocation. Three traders are currently in the process of having their premises licence reviewed following sales of age restricted goods or other Trading Standards intervention. Trading Standards supports licensing by preparing evidence packs to support the licensing review.
- **Testing purchasing** is essential and establishes whether local businesses are complying with the law and not selling restricted goods to children.

Underage sales operations - Figures for 2016/17

- **Alcohol** - attempted purchases = 14 - sales = 3
- **Fireworks** - attempted purchases = 7 - sales = 2
- **e-cigarette (e-Cigs)** - attempted purchases = 2 - sales = 0



Total sales = 5 out of 23 attempted purchases.

In 2017/18 Trading Standards will continue to provide trader information packs and advice to local businesses. We will conduct a programme of age related test purchasing to ensure businesses are compliant and underage young people are protected from alcohol, cigarettes and the dangers of fireworks and other age restricted items. This work is hugely important in protecting children and restricting their access to unhealthy and dangerous products. The accessibility of such products to young children can manifest itself in numerous ways, including early exposure to harmful products, early criminality and anti-social behaviour.

Last year as an alternative to enforcement action, we gave traders who had sold age restricted items to our child volunteers a chance to sit an age restricted training course, recognised nationally (a BTEC nationally accredited level 2 educational course). 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 three traders took this this option and successfully completed the course.

Legal highs (new psychoactive substances)

As of 26 May 2016, a new act - the New Psychoactive Substances Act 2016 - came into force, aiming to tackle the problem of legal highs and give a clearer understanding of our enforcement role. The early impact of the legislation would appear to have sent the trade in legal highs underground and into street dealing alongside Class A and B drugs. We continue to liaise with the police on intelligence and partnership working in this area.

The law is complex and we have spent considerable time advising retailers on their responsibilities. A lot of products on general sale can potentially have psychoactive effects and retailers need to be aware of their responsibility to minimise the risk of exposure and misuse.



Serious organised crime

From late 2014 and throughout 2015 Trading Standards received a huge number of complaints about a specific local trader. The trader was involved in reconditioning and servicing engines. The service was inundated with so many complaints that we needed to seek the assistance of Thames Valley Police and our Trading Standards tri regional investigation. This culminated in Thames Valley Police leading on the case, with support from ourselves and our colleagues in tri regional investigation team, formerly Scambusters.

In early April 2017, after a five and half week trial the jury took almost three days to reach their verdicts, with a majority of 10-2 in each case.

The defendants were, Paul Dockerill and his three sons, Martin, Harry and Jack Dockerill. Their sentences were as follows:

Paul Dockerill – sentenced to 4 ½ years in prison

Martin Dockerill – sentenced to 3 ½ years in prison

Harry Dockerill – sentenced to 3 ½ years in prison

Jack Dockerill – sentenced to 2 years in prison, suspended sentence.

This was a very large and complex investigation which received considerable local publicity. The successful prosecution showed how much added value working with partners can bring, and how all partners can bring their unique skills and knowledge to the table in a collaborative way.

Trading standards are now members of the police run Organised Crime Group which brings agencies and stakeholders together to try and tackle organised crime groups within Slough. Trading standards also participate in police sector tasking across the borough which gives us a voice when we have issues that other agencies can potentially help to remedy.

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.

The department is always looking to build partnerships with other agencies, to combat illegal tobacco supply.

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. The sale of illicit tobacco brings rich pickings to those criminals involved and by its nature enforcement requires a partnership approach.



A representative from the Slough Trading Standards Team also sits on the regional focus groups that specialise in intelligence analysis and illicit tobacco. The criminals involved in illicit tobacco are not locally based, but regionally and nationally, so a holistic approach is required. The intelligence role supplements the data set needed to investigate and enforce this persistent issue.

However, despite new tobacco legislation being given royal assent last year, the legislation failed to provide Trading Standards with powers to enforce its provisions, which prevented us from carrying out the work we planned in this area. However, during 2016/2017 trading standards carried out eight inspections of premises, with the assistance of tobacco detection dogs. As with all our enforcement work, inspections were intelligence led. Below is an outline of the illicit products discovered:

- 228 x packs of 20 cigarettes (4560 sticks in total)

- 80 x 50g packs of hand rolling tobacco (a total weight of 4kg)
- 107 x pouches of chewing tobacco

This constitutes a total estimated worth of £3400 (street value).

We currently have five ongoing investigations relating to tobacco offences.

The investigations all involve seized products that:

- include non-English health warnings
- fail to include pictorial health warnings
- include non-statutory warnings, or
- fail to include any health warnings at all.

Some of these seizures may also involve counterfeit cigarettes which is also a huge issue. All cigarettes are unhealthy and are damaging, but counterfeit cigarettes have gone through little or no quality control and as such, the harmful effects are magnified. Many contain levels of lead and cadmium up to seven times higher than legal products.

Many legitimate traders are disadvantaged by unfair competition in tobacco sales. We believe that the work we carry out helps to create a more level playing field for businesses to compete with each other in the borough.

Further advisory visits will be carried out this year to ensure that businesses are compliant with the Tobacco and Related Products Regulations 2016 and the Standardised Packaging of Tobacco Products Regulations 2015.

The legislation introduced the following requirements:

- (i) Plain packaging for cigarettes and hand rolling tobacco
- (ii) Minimum pack sizes for cigarettes (20 sticks minimum) and hand rolling tobacco (30g minimum)
- (iii) A ban on flavoured tobacco (with the exception of 'menthol' – which is allowed until 2020).

As of May 2017 brands, logos, and flavours (except menthol) were banned on/in any cigarettes or hand rolling tobacco.

The department has worked closely with the retailers we act as Primary Authority for to ensure Nicotine Inhalation Products (more commonly known as e-Cigs) have been correctly introduced without compromising due diligence systems.

Many retailers have adopted new training regimes to encompass this emerging product and we work with them closely to ensure that their systems, minimise as much as possible, their sale to people under 18.

In the forthcoming year we, along with our partners in environmental health, intend to monitor compliance among shisha establishments in Slough.

Illegal money lending and credit

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

Working with Slough Trading Standards, the national England Illegal Money Lending Team – based at Birmingham City Council – not only give free training to Trading Standards but also staff at the

council, care workers, police officers, youth workers and many more who come into contact with the community on a daily basis. This gives an insight into the key signs to look out for when dealing with people at risk who may engage with these unscrupulous individuals.

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

Activities took place during November 2016, where Trading Standards officers accompanied the illegal money lending team during their execution of a warrant on premises in Slough where evidence indicated illegal lending from a loan shark. The perpetrators were charged and later convicted.

Further activities are being arranged to combat illegal money lending and Trading Standards will be working with the Illegal Money Lending Team during 2017/18 on projects to educate the residents of Slough about the perils of taking out loans with loan sharks.

People who lend money illegally, operating without a licence:

- are dangerous & predatory
- suck money out of communities
- often force victims to pay huge rates of interest and threaten violence if victims cannot repay.

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



Last year the Trading Standards Team received updated training from the National Money Lending Team so we can ensure our competence in dealing with the issue is appropriate.

Food standards

Trading standards successfully completed 100 per cent of their high risk routine food standards inspections in 2015/2016, in addition to other food standards enforcement visits.

A total of 329 food standards visits were carried out last year.

Further work included:

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

Imported food sampling - Total = 8

Traceability sampling - Total = 1

Trading Standards South East (TSSE) Traceability Project - Total = 14

Slough Trading Standards Traceability Project: - Total of visits = 27

- 15 non-compliant (56%)
- 2 compliant (44%)

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.

This project has provided the intelligence needed to carry out a further food sampling programme on kebab / burger outlets in Slough during 2017-18.



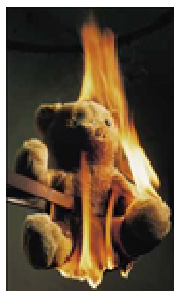
A separate food standards plan has been produced for Trading Standards for 2017/18. Targets included in appendix B are:

- 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.

A total of 222 food standards inspections have been allocated to be completed in the year. The inspections are essential to stay on track with the risk rating system of inspections, as detailed within the statutory Food Law Code of Practice.

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 2016/2017 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 96 consignments being stopped from entering the UK and EU, involving more than 30,000 goods with an estimated retail value of £50,000.
- The service dealt with 108 enquiries relating to product safety.
- Active participation on the national and regional groups of which Slough is a member and chair.
- A member of our team presented at the European Commission on Carcinogens in consumer products.

Russell Clarke, Senior Trading Standards officer, went to Brussels in November 2016 to take part in a European Commission workshop for regulators. The workshop focused on 'Acceptable level of risk to workers and consumers exposed to carcinogenic substances'.

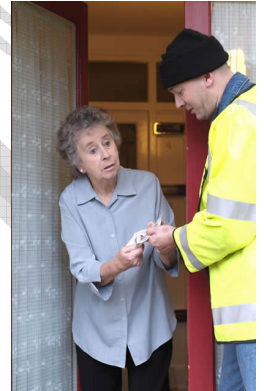
Russell is chairman of the National Product Safety Focus Group and was asked to give a presentation to the whole of the delegation on 'Approach on the acceptability of risk from consumer products: How to take the risk policy decision.'

Cllr Paul Sohal, the then commissioner for regulation and consumer protection, said: "It's really a matter of great pride that one of our officers took part in this European workshop."

Rogue traders, mass marketing scams and doorstep crime

The Trading Standards doorstep sales response team is constantly on hand to assist residents with any issues they have with rogue traders who carry out work and then charge extortionate amounts for their services.

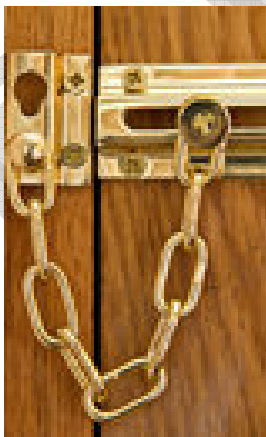
- Residents can be quoted one price and then the cost increases as the job progresses.
- Rogue traders tend to target elderly or vulnerable people, who may be easier to manipulate or intimidate.
- Some cases have reported victims being driven to banks/building societies to draw out large sums of cash to pay these traders.



The team didn't need to carry out any response visits, indicating we don't have a major problem with rogue traders in the borough. This is good news and shows our work in this area is having an impact.

The team works closely with the social services safeguarding team, providing advice and guidance to vulnerable adults. 32 scam cases that involved making a referral to the safeguarding team were handled during 2016/2017.

As a result of visiting the victims, eight people consented in being referred to the telephone preference service and 18 to the mail preference service. In the forthcoming year, officers will also be the eyes and ears of Royal Berkshire Fire and Rescue Service and report on 'at risk' people who have no, or faulty, fire alarms in their homes.



As a
out.

A "rogue trader day" was carried out in 13 April 2016, with the assistance of Thames Valley Police and the council's community wardens. This resulted in 50 visits to householders who were having maintenance work on their property. The visits were also carried out in partnership with Home Office immigration enforcement and HMRC. Visits were made to premises where building work was being carried out, to establish that these traders were providing proper paperwork and good quality work. As a result of the visits various levels of preventative advice was given. Our colleagues from the Home Office also arrested three illegal workers and processed 16 more.

Colleagues from HMRC initiated a number of investigations into tax evasion by traders.

Further presentations to elderly and vulnerable groups were made this year to the older people's forum and senior tenants association group.

Effectively dealing with rogue traders and preventing and detecting doorstep crime remains a high priority for 2016/2017, and we will continue to provide a rapid response team and share intelligence with neighboring authorities and Thames Valley Police to protect vulnerable consumers from becoming victims of doorstep crime.

[Title?]

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 71 visits were made by Slough Trading Standards to scam victims locally.

Last year, a joint initiative by the Trading Standards Institute (CTSI) NTSST was 'The Stand Against Scams Campaign'. This involved the creation of a cross-party network to protect everyone from scams and the damage they cause. This is the #Scambassador network. The information that a #Scambassador gathers locally could also help tackle the problem on a national scale. The then local MP for Slough, Fiona McTaggart signed up to be a #Scambassador last year. By signing up to the initiative, as both a new #Scambassador and as a prominent figurehead of the community, the cases of local scams victims and their families will inevitably surface and require action. Another joint initiative launched by the CTSI & NTSSC last year was 'The Friends Against Scams'. This initiative aims to protect and prevent people from becoming victims of scams by empowering communities to... 'Take a Stand Against Scams.'

Scams affect the lives of millions of people across the UK. People who are scammed often experience loneliness, shame and social isolation.

Friends Against Scams aims to inspire action, highlight the scale of the problem, change the perceptions of why people fall victim to scams and make scams a local, regional and national topic. By attending a Friends Against Scams awareness session or completing the online learning, anyone can learn about the different types of scams and how to spot and support a victim. With increased knowledge and awareness, people can make scams part of everyday conversation with their family, friends and neighbours, which will enable them to protect themselves and others from 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>

In addition, the mail marshal scheme was set up by the NTSSC about 2 years ago. A mail marshal can be any person in the country who is being targeted with scam mail. Once a victim is identified and signs up to being a mail marshal, they have the opportunity to collect, record and forward their unwanted mail to the National Trading Standards Scams Team (NTSST) so that they can monitor the various types of scams and any financial damage suffered as a result of responding to scam mail. The mail marshal is then monitored by a trading standards officer from their local authority to

see if they have stopped responding to the scam mail by visiting them after one month and again after four months, discussing their role as mail marshal. Mail marshals will also be issued with a certificate detailing their role.

Slough Trading Standards promote the scheme and have already signed up one mail marshal with more volunteers in the pipeline. If anyone is interested in fighting scams please contact Trading Standards for advice.

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. It was first rolled out throughout the Greater Manchester Police area in 2007 and is currently live in 24 police forces to some degree. The scheme was launched in Slough in September 2016 at the Harrow Market post office and a further two events were held at the same venue in October and December 2016. The scheme should eventually be rolled out at other post offices around Slough. Envisaged benefits for customers include the opportunity to identify and discuss local crime and safety issues with an appropriate officer and in doing so, educating and informing at risk and vulnerable customers. The demographic of people who use post offices are often those who either don't have access to the internet or do not wish to use it. This scheme gives us the opportunity to meet and communicate with those people, who often feel left out of such liaison schemes.

Working with high street banks

Slough Trading Standards had a stand at NatWest Bank, High St Slough during December 2016 to educate customers on how to avoid various types of scams including telephone, mail, doorstep and online scams. Advisory leaflets were available as well as door step stickers. Holding such events at banks in targeted areas also remind the banks of their obligations under the British Banking Code of Practice, to intervene when a transaction appears suspicious, and to remind them of Data Protection Act exemptions that exist which allows for the sharing of information with enforcement agencies. Intervention also includes the provision of material such as posters with trading standards' contact details, as well as feeding back positively to head offices when banks intervene to disrupt scams. Trading standards also offer talks and training to staff.

Crime reduction days

Trading Standards also participated in two Crime Reduction and Environment Days (CRED). We called on a total of 49 residents to advise them on how to avoid scams and gave out advisory leaflets and doorstep stickers, which can help deter cold callers.

In the forthcoming year we will utilise government funding to install call blockers into vulnerable people's homes who have been the victim of cold calls. Please contact us if this would interest you or someone you might know.

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 necessary to be reviewed again due to several outbreaks of avian flu around the country, and is compiled with regular liaison with our emergency planning team.

The trading standards team ensure that certain raw meat waste is disposed of correctly and doesn't go to landfill sites.

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

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).

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 complaints. Due to the nature of Slough and its urban profile, we get very few animal health enquiries. As there is a competency requirement for any officer to enforce the provisions of the various acts of parliament in this area, it is more cost effective to buy this service in.

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.

In 2017/18 Trading Standards will be providing a range of educational services to both businesses and consumers.

Two educational talks were delivered last year to the older peoples forum in Slough. The talks were aimed at raising awareness among the elderly about the different types of scams that are perpetrated, particularly on vulnerable people, how to avoid them and what action to take if one has fallen foul of a scam. The average age of a scam victim is 74 so the target audience for the talks was particularly relevant.

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.

We continue to monitor website footfall throughout the year to measure how many people are visiting our website compared to the previous year. We aim to increase website use and encourage further channel shift. This will be achieved through better communication and promotion of the website, as well as utilising our website and social media in new and novel ways.

Publicity

With the varied remit of enforcement that Trading Standards covers, it is essential that this is publicised to inform people of the work we do.



- Press releases are published to advise of results that we have achieved or to provide warnings to the public on issues that have arisen. They are vitally important in raising the profile of the service.

Examples of press releases this year include:

- bogus callers / doorstep sellers,
 - raising awareness of loan sharks
 - advice on the purchase and safe use of fireworks
 - advice on avoiding counterfeit and unsafe toys in the lead up to Christmas
 - advice on scams and educating consumers of tell-tale signs and how to avoid them
 - plain packaging of tobacco and the new regulations
 - prosecutions.
- Naming and shaming of offenders, along with results on legal cases.
 - A total of 14 press releases were issued in 2016/17.
 - More than 60 'tweets' were issued on a wide variety of trading standards and consumer issues.
 - Over the Christmas period, we again conducted a campaign called '12 days of Christmas' along with daily Tweets with top tips, which were sent to ensure residents enjoyed a safe Christmas.

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. We also aim to ensure we promote the work of the service using social media in innovative ways, and in doing so, hopefully promote the work of the service to an audience never reached before.

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 practice of counterfeiting or making fakes has plagued us for many years despite efforts to eradicate this billion pound world industry. Slough plays its part in attempting to curb this pernicious trade. Not only does quality suffer but there is a real problem that some of these fakes are dangerous and may be life threatening. In addition, the honest retailer will be losing out on business, taxes and business rates are avoided and investment in product development is put at risk.

2016 saw the culmination of an operation into a large scale on-line retailer of counterfeit goods with over 900 items seized. He appeared in court and was given eight sentences of eight weeks imprisonment, suspended for 12 months, made to do 100 hours of unpaid work (formerly known as community service) and required to pay a contribution of £1,500 towards costs.

On a smaller scale, a local retailer was selling counterfeit clothing. The shop was visited and nearly 200 items of clothing were seized. Due to the defendant being ill, it was decided that the matter would be concluded with a simple caution and the owner signing over the goods for destruction. The value of the goods seized was in the region of £12,000 from these two matters.

In addition, there are four ongoing investigations into electronic equipment and more clothing. Fake tobacco and spirits also figure in national statistics, but the seizures in Slough this year have, for the moment, gone down compared to the previous year.

Control of explosives

Fireworks



Trading Standards has a responsibility to licence the storage and retail of fireworks. During 2016/17 we licenced 20 businesses within the borough - three of which are additionally licenced to sell fireworks all year round.

We also conducted underage test purchase checks and unfortunately two businesses sold fireworks to our volunteers.



Weights and measures

Other crimes that have been with us for centuries are short weight and false scales. We used to carry out random checks on both goods and equipment. However, new legislation requires enforcement officers to give 48 hours notice to the business owner that we wish to carry out an inspection which has put an end to random inspections.

Where we have reason to suspect any offence, we can inspect without the need for a notice. This means that we need some form of intelligence, often in the form of a complaint from the public, before we can enter without notice. We have had little such intelligence this year so it is left to the officer working under food legislation (where no such prior notice is required to inspect) to be vigilant.

In this way a variety of equipment has been checked, from shop scales to measures of length and many varieties of goods checked.

- Last year, qualified officers examined 678 pieces of equipment with a 96 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.
- This year, inspectors dealt with a number of enquiries relating to weights and measures, including petrol pumps, short weights on food products, etc.
- 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.
- We hosted delegates from the Maltese central government in conjunction with the National Measurement and Regulation Office (NMRO) to help enhance their legal framework by demonstrating how to conduct a liquid fuel inspection.

Last year, this authority also agreed to participate in a national project that aimed to check that verifiers of weighbridges (usually contracted and approved companies) were carrying out their duties properly. We have checked final certificates of accuracy for compliance.

Road traffic checks

Trading Standards carries out checks (with Thames Valley Police) on the weight of commercial vehicles, from small transit vans to large articulated vehicles.



Overloaded road vehicles can contribute to:

- excessive noise
- increased air pollution
- road damage
- vehicle accidents
- steering and braking problems.

An overloaded vehicle could potentially endanger other road users and constitutes as 'dangerous driving'.

We link with the police, DVSA, and Slough Borough Council's resilience and enforcement team to carry out joint exercises on overloaded vehicles. Four such exercises took place this year with a satisfactory result in each, illustrating that on the day of each exercise no overloaded vehicles were detected.

Overloading goods vehicles gives the owner an unfair commercial advantage, damages roads and can be very dangerous, affecting tyres, braking and steering.

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.

Additional targeted project work

Lettings agent project:

This project was commissioned as a result of new legislation which came into force regulating letting and property agents. The legislation was twofold, that being: The Redress Schemes for Lettings Agency Work and Property Management Work (Requirement to Belong to a Scheme etc)(England) Order 2014 and the Consumer Rights Act 2015. The legislation imposes new requirements for letting agents to display their prices and to be a member of a recognised ombudsmen scheme to assist with any dispute resolution.

The letting agents industry has featured highly on research into scales of consumer detriment and this new legislation is welcome. It also closely supports outcome two of Slough Borough Council's Five Year Plan: *There will be more homes, with quality improving across all tenures to support our ambition for Slough with the necessary infrastructure to support and sustain the community.*

- All agents on our records were advised of the new legislation and their responsibilities to be a member of a property ombudsman scheme and to list all their prices.
- Following the advice, letting agents were monitored and the vast majority were found to be compliant. Some were found to be falsely claiming to be member of other trade associations and are being investigated.

- Nationally there has been a 14 per cent increase in lettings membership of a recognised ombudsmen scheme since the new legislation was introduced on 1 October 2014.

Complaints and enquiries

Throughout 2016/17 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. During the last year, CitA updated their case management system, which in turn has led to our system of recording referrals and notifications to again change.



Based on the figures we are able to obtain from CitA, our total unique enquiries received is calculated to be 1587. However, when we count the total amount of enquiries received about any issue the service has dealt with 2743 enquiries.

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

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

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

We also received a total of 460 enquiries for companies for whom we act as Primary Authority.

I thank you...

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

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>



A summary of our formal enforcement work for the year can be found in **Appendix A**.

Striving for excellence

Service Standards

Providing excellent customer service is one of our key priorities. In order to achieve this we will always:

- be polite, friendly and offer a helpful service
- take time to listen and explain things
- provide accurate information and advice in a clear straightforward way
- deal with enquiries immediately, but if this is not possible, explain why
- provide you with any other contact details that you may need
- keep you informed of the progress and outcome of any investigations
- treat you fairly and with respect.



Customer Pledge

- We aim to provide every customer with a high quality service and will seek feedback from you to help further improve the quality of the services we provide.
- The Trading Standards Manager will contact you personally if you are unhappy with the service received.

In addition, we have introduced the following standards against which we will monitor the responsiveness of our service.



Customer feedback

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



- During 2016/2017 customer satisfaction levels remained at 100 per cent, although surveys were not carried out throughout the year as the survey forms were amended to better reflect our activity and the expectations of stakeholders.
- Likewise, we also achieved a high satisfaction with our business contacts.
- All feedback received is used to enhance and improve our service and to prioritise our resources in the most effective way.

SBC Values

We care deeply about the work we do for our town and its residents, visitors and businesses; all the people we are **accountable** to. We are **ambitious** in our plans for the borough, **innovative** in our thinking and actions; all the time listening and **responsive** to those who need us, **empowering** and supporting everyone to reach their goals.

We are one team.
We are Slough Borough Council



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.

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.

The allocated budget for 2017/18 is £291,600

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

Resilience and capacity

In conjunction with our aim to maximise income and act more commercially, we also aim to look into any opportunity to increase our resilience and capacity. The service is currently looking into different ways this can be achieved and is looking into alternative delivery models which may achieve this aim.

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 practioners 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:

- **Standardised Packaging of Tobacco Regulations 2016**
- **Tobacco and Related Products Regulations 2016**
- **The Pyrotechnic Articles Regulations 2015**
- **The Enterprise Act 2016**
- **Regulating our Future**

➤ **Brexit**

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

The Trading Standards Service will also have to enforce the new tobacco regulations. A lot of our enforcement work involves the supply of illicit tobacco, so these pieces of legislation will have an impact on how we carry out our duties.

From 5 July 2017, the Pyrotechnic Articles Regulations 2015 dictate that all fireworks must be CE marked. There has been a transition period to allow for traders to accommodate this change. There may be issues where old fireworks stock, conforming to British standards may still be on sale and the service will have to put resourced into ensuring this is minimised as much as possible.

The Enterprise Act 2016 will bring changes to the way the Primary Authority scheme is run and administered. As we have a large number of primary authority companies in our portfolio, the transition to this new regime will have to be managed carefully.

The Trading Standards Service plan for 2017/18, which outlines our planned work for the year, is detailed in **Appendix B**.

Variation from the service plan

Departures from this service plan will be exceptional, capable of justification and be fully considered by the Trading Standards Manager before varying action is taken. Reasons for any departure will be fully documented in the action plan and reflected upon in the next service plan.

APPENDIX A – FORMAL ENFORCEMENT ACTIONS & PROSECUTION RESULTS 2016/2017

Defendant details and outline of offences	Outcome
<p>Case: SBC v Ting Lei - 11th November 2016</p> <p>Offences – 15 charges of sale and possession for sale of counterfeit camera accessories</p> <p>Trade Marks Act 1994</p>	<p>15 x 8 weeks custody, suspended for 18 months. 100 hours unpaid work (community service) and £1,500 costs plus £80 victim surcharge</p> <p>All goods ordered to be forfeited</p>
<p>Case: SBC v J & J Food and Wine; Kulwant Singh Gabba; Manjit Singh Bhatia – 14th June 2016</p> <p>Offences - Possession for sale of illegal tobacco products</p>	<p>J & J - £625 fine, £1,000 costs £15 victim surcharge</p> <p>Gabba - £330 fine, £400 costs, £15 victim surcharge + fine of £220 for breach of conditional discharge</p> <p>Bhatia - Conditional discharge for 12 months, £250 costs +£15 victim surcharge.</p> <p>All goods ordered to be forfeited</p>
<p>Case: Defendant details not disclosed</p> <p>Offences: 1x breach of the Pyrotechnic Articles (Safety) Regulations 2010 & Consumer Protection Act 1987</p>	<p>Offence date: 3rd November 2016</p> <p>Outcome: Defendant was offered an Alternative Resolution instead of a formal action via BTEC Level 2 Accredited Education Training course. Course was completed successfully by defendant</p>
<p>Case: Defendant details not disclosed</p> <p>Offences: 2 x breach of Licensing Act 2003</p>	<p>Offence date 28/6/2016</p> <p>Outcome: Defendants offered an Alternative Resolution instead of a formal action via BTEC Level 2 Accredited Education Training course. Course was completed successfully by both defendants</p>
<p>Case: SBC v A & S Rasool T/A Kittiwake</p> <p>Offences: 2 x breach of Licensing Act 2003.</p>	<p>Offence Date 28/6/2016</p> <p>Outcome: Simple Caution</p>

Note: Two suspension notices and 13 advisory letters were also administered as a result of our interventions as part of the national ports project.

Appendix B - Trading Standards Action Plan 2015/2016

TRADING STANDARDS ACTION PLAN 2017/18

Directorate: CUSTOMER AND COMMUNITY SERVICES	Service Manager: Andrew Clooney
Division: Consumer Protection & Business Compliance	Budget: £291,600 Population: 145,700 Business's in Slough: 6485
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: <p>To promote a safe, fair and equitable trading environment and to support and help legitimate business prosper and grow within Slough.</p> <p>Provide a value for money service within the Consumer Protection and Business Compliance division, with excellent customer focus and well motivated competent staff. To deliver our statutory obligations and the specific needs and priorities of Slough. Where at all possible, all outcomes will fit directly into a five year plan outcome area.</p> <p>The 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.</p> <p>The outcomes from all our work has 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.</p>	

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 visit</p> <p>5. Slough will attract, retain and grow businesses and investment to provide jobs and opportunities for our residents</p>	<p>Achieve PA income targets</p> <p>Develop existing PA's and explore new PA's opportunities, creating income in line with projected target</p> <p>Support the Council's Open for Business strategy and the Corporate Business Growth plan</p> <p>Ensure that PA model is utilised and promoted in any discussions with other authorities concerning shared capacity and expertise in respect of business advice, (see: Income Generation and Commercialisation)</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>Increased capacity, resilience</p> <p>Generating formal agreements with other authorities to provide business advice will: increase capacity, increase resilience greater access to expertise provide a better platform on which we can generate further</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 Be an active participant in the development of the new statutory primary authority scheme which will come into effect after October 1 st 2017	income.		
Income Generation and Commercialisation	<p>3. Slough will be an attractive place where people choose to live, work and visit</p> <p>5. Slough will attract, retain and grow businesses and investment to provide jobs and opportunities for our residents</p> <p>(Commercialisation & income generation)</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>Incorporate commercial and financial skills in officers professional development</p> <p>Target: Set up MoU's and SLA's with other authorities who provide business advice outline agreements in the way we can work together to provide business advice</p> <p>Get cabinet</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>Explore income streams</p> <p>Develop easy to access payment services, including;</p> <ul style="list-style-type: none"> - Telephone and online payments - Chip & Pin HHD 	<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>Staff will be commercially aware and competent to carry out the commercial areas of their duties</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>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</p>

		<p>approval for joint working initiatives with other local authorities</p> <p>Target: Train staff in being commercial and how to adopt and utilise soft skills</p>	<p>Promote and advertise services, including working with other council departments, producing brochures, press releases, information on website and case studies</p> <p>Support the Councils Open for Business strategy and the Corporate Business Growth plan</p> <p>Benchmark where possible with other local authorities who have embarked on commercial enterprises to highlight best practice</p> <p>Explore whole package offers, including licensing and planning teams</p> <p>Promote the services of other units which may add to the holistic and One Council approach to service delivery and manage business expectations</p> <p>Develop a system which can identify court costs coming into the council and appropriate them correctly to CPBC</p> <p>Consider charging for alternative enforcement action where nationally recognised training courses could identify a trader as 'competent' after a identified non compliance</p>			<p>and publicity campaigns</p> <p>Increase in income</p> <p>Increase in capacity</p>
<p>Reactive investigations, response to intelligence from other areas of work, complaints & response to service requests</p>	<p>3. Slough will be an attractive place where people choose to live, work and visit</p> <p>5. Slough will attract, retain and grow businesses and investment to provide jobs and opportunities for</p>	<p>Target: Respond to 100% of service request within 5 days and in line with customer charter</p> <p>Target: 100% of investigations proceeding to formal action to be reviewed by Team</p>	<p>Investigate service requests and where issues are identified use a full range of enforcement options to ensure compliance and safety</p> <p>Take a minimum tolerance approach to serious incidents, whilst managing customer expectations in line with Customer Charter</p> <p>Promptly close service requests which are not serious or present health risks, managing customer expectation from the beginning. Where appropriate signpost customers to self help resources</p>	<p>Better support for businesses and stakeholders in Slough</p> <p>Reduced incidence of food poisoning</p> <p>Consumers and business perceptions of standards in Slough will rise, in doing so, promoting other</p>	<p>TS Manager</p> <p>Compliance Team Leader</p> <p>All officers</p>	<p>Ongoing until March 2018</p> <p>Assess during 1:1 meetings and Case Reviews</p> <p>Number of businesses and customers</p>

	<p>our residents</p> <p>Income generation & effective use of resources</p>	<p>Leader/Manager at monthly 121's and with a view to processing at ½ way point of statutory time limit</p> <p>Target: Ensure the service utilises the resources of both TSSE and NTS where appropriate, and in particular where we may not have the capacity to address particular issues locally by referring issues to regional and national tasking for funding and support</p> <p>Target: Trading Standards Manager to maintain presence on the TSSE regional Tasking Group and the NTS Regional Investigation Team governance group</p>	<p>Work in line with Enforcement policy, prosecution template and internal procedures. Outcome from QA - in line with procedures</p> <p>Take a minimum tolerance approach to serious incidents, whilst managing customer expectations in line with Customer Charter, Enforcement Policy and Regulators Code</p> <p>Full range of enforcement options used, as appropriate in line with the enforcement policy</p> <p>Explore the potential to use conditional cautions in cases where consumer detriment is established or where compulsory training is available to remedy the non compliance</p> <p>Explore alternative enforcement opportunities on a case by case basis</p> <p>Agree data retention policy within CPBC for Flare records and durable format record</p> <p>Added value: Work to support % increase in compliant businesses</p>	<p>outcomes</p> <p>All Complaints and service requests dealt with in line with Customer Service Charter and Pledge</p> <p>Streamline flare database</p> <p>Consolidate flare database, improve user experience</p> <p>Improve ability and speed by which flare database can be navigated and interrogated</p> <p>High level of customer satisfaction rates</p> <p>More efficient, intel led and effective enforcement</p>		<p>provided with regulatory support</p> <p>Customer surveys</p>
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<p>Sampling</p>	<p>3. Slough will be an attractive place where people choose to live, work and visit</p> <p>(Statutory requirement)</p>	<p>Participating in National and Regional sampling programmes to investigate emerging food concerns, and to ensure food is safe</p> <p>Undertake sampling as part of a suite of interventions to improve food hygiene and food standards and focus on high risk and local needs</p> <p>Target: Bid for funding to support any intelligence led local food sampling requirement</p>	<p>Explore funding avenues from external organisations e.g. Food Standards Agency, National Trading Standards, Trading Standards South East (TSSE)</p> <p>Timely follow up on 100% of sampling results, including investigation into unsatisfactory results where necessary</p> <p>Explore joint sampling initiatives with Food Safety Team Officers where appropriate</p> <p>Undertake food sampling where intelligence suggests necessary and proportionate</p> <p>Always warn business of their non compliance, where identified and where appropriate and give them the time and the information necessary to comply</p>	<p>Contribute to local and national sampling intelligence, which will support improved both hygiene and food standards levels in Slough and nation wide</p> <p>Safer food locally and nation wide</p>	<p>Lead Food Officer/Compliance Team Leader</p> <p>All officers to support</p>	<p>March 2018</p> <p>Quarterly review</p> <p>Number of samples taken</p>
<p>Food Standards Inspections and work</p>	<p>3. Slough will be an attractive place where people choose to live, work and visit</p> <p>5. Slough will attract, retain and grow businesses and investment to</p>	<p>Target: 100% of high risk businesses 50% of Medium Risk Premises to be inspected. To be monitored monthly</p> <p>Target: 100% of unrated premises to be inspected and rated.</p>	<p>Allocation of interventions based on risk priority</p> <p>Make full use of Alternative Enforcement Strategies (AES) to applicable businesses in line with FSA CoP, including newsletter, SAQ's, targeted advice sessions and other relevant advice</p> <p>Inspections based on risk;</p> <p>- 100% inspection of A, B and all other non complaint food</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</p>	<p>Trading Standards Manager/Food Standards Lead Officer</p> <p>Food Safety Team Leader</p>	<p>Ongoing until March 2018</p> <p>Monthly and Quarterly review</p>

<p>provide jobs and opportunities for our residents</p> <p>Statutory requirement</p>	<p>Target: Carry out Intel led meat traceability project to establish which food operators are gathering the appropriate documentation to verify the authenticity of their food products. Calculate amount of traders brought into compliance</p> <p>Target: Participation in national/regional sampling programmes as directed by Food Standards Agency</p> <p>To work collaboratively with TSSE to undertake the Food Standards Agency imported food sampling based on local priorities</p> <p>Ensure all new food business registrations are risk assessed & inspected in line</p>	<p>businesses</p> <ul style="list-style-type: none"> - 100% inspection of approved premises - Identified poor performing businesses targeted with appropriate interventions <p>To tackle Food Fraud</p> <p>Secure improvements where there are evident concerns, taking enforcement action where compliance is poor; in line with the council's business growth agenda, providing 'incubation periods' where suitable</p> <p>Provide free regulatory advice for new businesses starting up</p> <p>Alternative interventions to low risk premises, including newsletter, SAQ's, targeted advice sessions and other relevant advice</p> <p>Publicise enforcement action taken against non compliant premises as a deterrent to other businesses and incentivise improvements</p> <p>Enhance advice for businesses on SBC web site</p> <p>Involvement in targeted sampling projects for compliance with a wide range of food legislation (e.g. compositional standards, compliant labelling, nutritional information, additives, allergens, etc.), with further follow up enforcement as required</p> <p>Undertake sampling as part of a suite of interventions to improve food hygiene and food standards and focus</p>	<p>Safety the aim will be to provide consumers with greater information on food standards and local business hygiene standards in order that they can make informed choices on where to eat and purchase food</p> <p>Working in partnership on local, regional and national basis</p> <p>Better understanding of compliance levels in take away sector in relation to food standards</p>	<p>All TS Food officers</p> <p>FS/NET/ Licensing acting as 'eyes and ears'</p> <p>Support material from the FSA</p>	
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		<p>with risk and FSA CoP</p> <p>Offer business support options as detailed above</p>	<p>on high risk and local needs</p> <p>Participating in National and Regional sampling programmes to investigate emerging food concerns, and to ensure food is safe</p> <p>Offer chargeable business support options as detailed above</p> <p>Publicise enforcement action taken against non compliant premises as a deterrent to other businesses and incentivise improvements</p> <p>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 visit</p> <p>5. Slough will attract, retain and grow businesses and investment to provide jobs and 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: Maintain position of chair on the regional and national product safety groups</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>Ongoing participation in the national "Ports project" and taking samples of suspicious products</p> <p>Measurable improvement in consumer and business confidence</p> <p>Resources are focussed in the right</p>	<p>Trading Standards Manager</p> <p>Russell Clarke</p> <p>Jaspal Singh</p> <p>Peter Adshead</p>	<p>March 2018</p> <p>Monthly review</p>

		<p>Target: Participate in National / Regional projects which also reflect a local priority</p> <p>Target: Ensure complaints where risk assessment indicates a high risk are pursued with respect to Safety and Counterfeiting and all enforcement option considered</p> <p>Target: Ensure at least 2 officers are competent to carry out ports project work</p>	<p>Monitor a specific product and ensure its safety following Intel to suggest there may be a problem – sunglasses</p> <p>Support PA companies and other legitimate trade within the borough and protect their intellectual property where appropriate and where duty to do so</p> <p>Appropriate enforcement action taken if necessary</p> <p>To share intelligence and best practice with external agencies and other partners</p> <p>Collaborative working with TSSE regional focus groups and other partners and sharing data to build regional and national statistics</p> <p>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>areas, where risk is highest and actions are intelligence led</p> <p>Diminished potential for harmful accidents because unsafe and counterfeit products have been prevented from reaching the marketplace</p> <p>Enhanced public confidence that goods available for purchase can be relied upon to meet approved standards of safety</p> <p>Reduction in harmful accidents to consumers through less availability of unsafe and dangerous products</p> <p>Better functioning of market mechanisms through better-informed consumers and business</p> <p>Promotes a fair, safe and equitable local, regional and national trading environment</p> <p>Savings from accidents as a direct</p>	<p>All officers to support</p>	
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				<p>result of dangerous product being removed from the market place</p> <p>Increased confidence that the goods offered for sale meet the appropriate safety standards</p>		
Under age sales	2. Our children and young people will have the best start in life and the opportunities to give them positive lives	<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: Proactively advise Primary Authority companies with retail outlets, where applicable, on their responsibilities on Age Restricted Products and due diligence defence</p> <p>Target: Develop and promote under age sales 'alternative resolutions' package', which gives sellers option</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>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>to attend and complete BTEC training and in doing so no legal proceedings will be taken</p> <p>Target: Trading Standards will continue to support the SBC Apprentice/NVQ scheme and host 1 candidate every 6 months</p>		<p>Alleviation of pressures on hospital A&E departments through reduction in excess alcohol cases among under 18 year olds</p> <p>Improved health and wellbeing for young people through reduced access to potentially harmful products</p> <p>Reduced pressure on health services from long-term effects of smoking and alcohol consumption</p> <p>Enhanced confidence among parents 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</p>		
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				<p>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 visit</p> <p>5. Slough will attract, retain and grow businesses and investment to provide jobs and opportunities for our residents</p>	<p>Increasing the number of users accessing the council website for information and self help</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>Increase awareness of trading standards issues via local press and the council's website</p> <p>Increased community engagement</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</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>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>initiatives</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>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>Mobile and agile working and database management</p>	<p>Effective use of resources</p> <p>Use digital technology to provide smarter services for people and businesses</p> <p><i>(Economy and skills)</i></p>	<p>Target: To be an active member and contributor to the Accommodation and HUB strategy</p> <p>Target: Maintain Flare APP User Group</p>	<p>Set up a feasibility study and trial into mobile working options, to reduce the time taken to complete and administer all types of inspections</p> <p>Conduct Lean review of current Trading Standards inspection, including the administration thereof</p> <p>Try to source, or assist in the procurement of a secure workflow solution that allows CPBC departments to enter, schedule and manage work</p> <p>Engage with other service units to try to source, or assist in the procurement of a secure workflow solution that allows departments to enter, schedule and</p>	<p>Create efficiencies and savings</p> <p>Take an enterprise approach to mobilizing staff</p> <p>Customer interaction with the organisation should improve</p> <p>Any IT support via mobile device should have the following</p>	<p>Trading Standards Manager</p> <p>Food Safety Manager</p> <p>All officers to support</p>	<p>March 2018</p> <p>Quarterly meetings to assess progress</p> <p>Any Forms and procedure change addressed at team meetings/121's</p>

			<p>manage work remotely, e.g. Building Control/Planning</p> <p>Monitor performance of work through pilot period and establish the business case and the objectives of introducing such a scheme</p> <p>Communicate the concept to staff at an early stage to realise the positive impact on the Service. Survey all employees to find what they would appreciate and value. Ensure this works both for the individual and the business</p> <p>Meet with providers of mobile and agile solutions and feed what we have learnt into those responsible within the council for deciding on any mobile device to assist agile and mobile working</p> <p>Trial and test and ultimately allocate a budget for any chosen mobile solution</p> <p>Agree list of action codes to be used within flare and construct a list of codes deemed 'obsolete'. Delete those codes as appropriate with consent of HoS/Director(s).</p> <p>Engage with APP Civica to attend APP User Group and seek to endorse findings and support outcomes/actions</p> <p>Identify document retention protocol for flare records and look to erase those records which sit outside that protocol</p>	<p>capability:</p> <ul style="list-style-type: none"> • Visibility of a full day / week schedule • Required job details are available of the mobile device • All relevant forms are prepopulated and ready to be completed • Receive any special instructions or notifications • Refer to previous notes and correspondence • Consult standards and regulations • Record time it takes to undertake job • Capture images if required and attach them to case record • Record signatures staff in real time <p>Ultimate vision is that staff working within CP&BC can access all relevant information, including regulations and legislation, and complete all job related forms via their allocated tablet or smartphone, whilst the information captured automatically updates back office records and generates a</p>		<p>Attend Accommodation and HUB strategy meetings.</p>
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				<p>report, removing the need to return to the office</p> <p>Undertake routine inspections, both in food safety and standards, on a hand held device that reduces inspection time and administration burden</p>		
<p>Tobacco Control / Tobacco Alliance work/legal highs</p>	<p>2. Our people will become healthier and will manage their own health, care needs and support</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 etc, if available to support</p> <p>Target: Ensure we bid for any funds which may come available in order to effectively enforce the provisions of the Tobacco and Related Products Regulations 2016 and Standardised Packaging of Tobacco</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 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>Collaborative working with TSSE regional focus groups and other partners and sharing data to build regional and national statistics</p>	<p>Licensing reviews considered for any business being found to not be operating in compliance with licensing objectives</p> <p>Positive impact on personal health and the economy through less sickness and time off work with respect to smoking related illness</p> <p>Better health and improved life expectancy in respect of reduced access to illicit product</p> <p>Fairer competition for all businesses</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>

		Products Regulations 2015	<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>Guidance leaflet to be distributed to all in the supply chain, informing of changes and consequences of non compliance</p> <p>Develop preventative approaches to enable our residents to become more able to support themselves</p>			
Safeguarding, scams and intelligence sharing	<p>1. Our children and young people will have the best start in life and opportunities to give them positive lives</p> <p>2. Our people will be healthier and will manage their own health care and support needs</p> <p>3. Slough will be an attractive place where people choose to live, work and visit</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>Ensure all staff are trained in safeguarding and following the SBC safeguarding principles</p> <p>Continue to share intel and concerns with other partners such as TVP, TSSE, HMRC, Immigration & RBFRRS</p>	<p>Staff use the 'Concern Card', and assess effectiveness of this avenue to rapid reporting</p> <p>All staff to undertake SBC online training for safeguarding adults and children on an 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 team meetings, 121's, and appraisals</p> <p>All officers to be vigilant and aware and express their</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>Increased profile for the service amongst all stakeholders</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>Target: To participate in national Rogue Trader Day/Operation Liberal</p> <p>Target: To maintain and appropriately resource Rogue Trader Rapid Response Unit/Team</p> <p>Target: Ensure all staff are trained in safeguarding and follow the SBC safeguarding principles</p> <p>Target: Engage with Thames Valley police and expand 'Adopt a Post Office' scheme beyond Langley and town centre</p> <p>Target: Engage with Thames Valley Police on pilot 'no cold calling zone'</p> <p>Target: All scams hub victims to be assessed to see if safeguarding are</p>	<p>'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>Promote fee counselling services such as Silver line, Age Concern etc.</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> <p>Enhanced community safety and the promotion of a</p>		
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		<p>aware of them and after visit assed to see whether the victim should be assessed by safeguarding</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>Target: All scams victims to be assessed to see whether they have installed and working fire alarms in their homes/residence. Where not, Berkshire Fire Service to be informed</p>		<p>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>Target: Engage with Thames Valley police Fraud Prevention officer to coordinate partnership visits to scams/fraud victims</p> <p>Target: All Scams victims to be signposted to free resources such as Silverline, little book of scams etc.</p> <p>Target: Disseminate guidance document, and provide training, to encourage Trading Standards and Adult Social Care / Safeguarding to work better together and promote collaborative working around scams and at risk persons</p> <p>Target: Promote Friends Against Scams, Scams Champion and Mail Marshal Scheme</p> <p>Target: Continue to</p>				
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		liaise closely with the Illegal Money Lending team and bid for any funding money to promote awareness and intelligence locally				
Partnership days and regional profile	3. Slough will be an attractive place to love, work and visit (Health & wellbeing) Economy & skills)	<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>Partners to include (not an exhaustive list)</p> <ul style="list-style-type: none"> • Safer Slough Partnership • Schools • Community organisations • Wellbeing Board • LSCB and LSAB • SBC Teams • Community Safety • Community Cohesion • Planning • Building Control • Environmental Quality • Housing • Highways • Parks & Open Spaces • Neighbourhoods • The SUR • Slough Children's Trust • Youth Services • Leisure • Community Services • Voluntary Sector • Businesses • Creative People and Places – HOME Slough • Waste & Environment 	A positive effect on competitiveness, especially for small businesses, as fraudulent trading is dealt with in a holistic and regional manner	Trading Standards Manager Compliance Team Manager All officers to support	March 2018 Monthly review and feedback to Head of Service during CPBC managers meeting

		<p>Target: To maintain a Slough Officer presence on the various TSSE Focus Groups</p> <p>Target: Carry out talks to community groups on trading standards issues where appropriate, cost effective and there will be added value</p>	<p>Liaise with community groups 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>All such days to be entered onto Flare database so that they can be reported upon and given a associated time value per officer attending</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 2014</p> <p>Target: Monitor those 17 letting agents already identified as potentially non compliant and impose penalties if they continue to do so. Continue to</p>	<p>Liaise and meet with SBC housing on best approach</p> <p>Take enforcement action where necessary</p> <p>Benchmark with other authorities who have carried out similar work, (Reading, LB Newark, Milton Keynes etc)</p> <p>Impose where appropriate, a fine of up to £5,000 where an agent or property manager who should have joined a scheme has not done so</p> <p>To share intelligence and best practice with external agencies and other partners</p> <p>Collaborative working with TSSE regional focus groups and member LA's as well as other partners and facilitate sharing of data</p>	<p>Tenants and landlords with agents in the private rented sector and leaseholders and freeholders dealing with property managers in the residential sector will be able to complain to an independent person about the service they have received</p> <p>Ultimately the requirement to belong to a redress scheme will help weed out bad agents and property managers and drive up private housing standards</p> <p>Act imposes a duty on</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>

		<p>identify any new traders whom may be non compliant</p> <p>Target: Continue to monitor compliance with those business's we have interface with on their compliance with the Chapter 3, part 3 of the Consumer Rights Act 2015 (the Chapter)</p>		<p>letting agents in England and Wales to publicise a list of their relevant fees. In England lettings agents are also required to publicise statements regarding their membership of redress and client money protection schemes, thus empowering consumers to make informed choices</p> <p>Enforcement action includes the ultimate sanction of a £5000 fixed penalty notice</p>		
<p>Animal health - contingency plans and inspect horse/livestock dealers to bring into compliance</p>	<p>Not a specific 5YP outcome area (Health)</p>	<p>Target: Maintain all Animal Disease Contingency plans as directed by DEFRA, in partnership with all recognised partners</p> <p>Target: Ensure MOU with West Berkshire Trading Standards is monitored to ensure cost effectiveness of</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>Trading Standards Manager</p> <p>West Berkshire Trading Standards Service</p> <p>Dean Cooke</p>	<p>March 2018</p> <p>Ongoing</p> <p>Half year review</p>

		service provision		Prevention of and reduction of livestock disease		
Looking ahead	Not attributable to any specific 5YP area	Horizon scanning; providing a forward thinking service and fulfilling statutory obligations	<p>Food Brokers- Work across the Food Safety and Trading Standards Teams to identify Food Brokers in the Slough area and carry out interventions in line with the FSA's recent guidance document</p> <p>Contribute to any statutory consultations on Primary Authority and anything else which could affect service delivery to either our residents or businesses</p> <p>Continue to participate in the Food Standards Agency's Regulation Our Future work with representation on the Expert Advisory Group (Professionals). 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>Building links with other teams within the Council to ensure that changes in business ownership and nature are identified and acted upon in a timely fashion</p> <p>Ensure we monitor the impact of the plain packaging requirements of the Tobacco and Related Products Regulations 2016 and Standardised Packaging of Tobacco Products Regulations 2015</p> <p>The movement towards Brexit and the Great Repeal Bill will undoubtedly pose challenges to Trading Standards as most of our legislation is of European Origin. Trading Standards will need to have a voice nationally in order to ensure the movement to the new statutory landscape is as smooth as possible</p>	Resources will be required to monitor these areas of concern and in order to engage with any planning process for their incorporation	<p>Food & Safety Manager</p> <p>Trading Standards Manager</p> <p>Head of Service for CPBC</p>	Ongoing