

Trading Standards

Service Plan 2011-12

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Executive Summary

Objectives and Services

The Trading Standards Service promotes a fair, healthy and safe trading environment in Cumbria by ensuring compliance with regulatory legislation, protecting consumers, supporting local businesses and developing an effective and efficient Trading Standards Service.

Trading Standards has a statutory responsibility to enforce regulatory legislation aimed at protecting consumers and preventing businesses from engaging in unfair, illegal or unsafe practices. Trading Standards aim to prevent businesses from gaining an unfair advantage over competitors, therefore, supporting a fair and economic trading environment in Cumbria.

The legislation concentrates on the following areas:

- Protection of consumers from unfair trading practices
- Protection of businesses from misleading advertising and unfair practices
- Ensuring the safety of consumer goods
- Ensuring the composition, labelling, marketing and nutritional values of foods
- Ensuring goods sold by quantity are accurately weighed and measured
- Ensure the health, welfare and feeding of farmed livestock
- Controlling access by young people to products subject to age of purchase restrictions
- Tackling traders who operate in the informal economy (counterfeiting, illicit tobacco, loan sharks)

We deliver our services through advice, education, inspection and enforcement.

We adopt a collaborative approach working with local, regional and national partners to deliver key outcomes that matter to local people – safer communities, prosperous businesses, confident and informed consumers and a safe, sustainable food chain.



Key Priorities

	Trading Standards Priorities	Council Priorities/Aspirations
1	Protect vulnerable people in our communities from scams, fraud and unfair trading practices to help them enjoy an independent and healthy life, safe from harm	Challenge poverty in all its forms Ensure the most vulnerable people in our communities receive the support they need
2	Support honest businesses in Cumbria and help them to thrive in a fair and competitive trading environment	Challenge poverty in all its forms Ensure Cumbria has a thriving economy
3	Restricting under-age access to alcohol, tobacco, knives to help safeguard the health of children and young people and reduce community disorder	Improve the chances in life of the most disadvantaged in Cumbria
4	Empowering, informing and educating consumers of their legal rights and protecting them from financial loss and harm	Challenge poverty in all its forms Improve the life chances of the most disadvantaged in Cumbria Ensure the most vulnerable people in our communities receive the support they need
5	To prevent the spread of animal disease and protect the farming community from unfair or illegal practices	Ensure Cumbria has a thriving economy Challenge poverty in all its forms
6	To reduce health inequalities by promoting healthier food choices and tackling the wider determinants of health such as illicit tobacco	Improve the life chances of the most disadvantaged in Cumbria Ensure the most vulnerable people in our communities receive the support they need

Council Priorities

Trading Standards can contribute to the Council priorities and aspirations through:

- a range of enforcement and education roles
- support for local businesses
- protection of older and vulnerable residents trying to live independent lives
- diet and nutrition investigations
- efforts to prevent the sale of alcohol and other restricted products to young people
- animal health and welfare enforcement
- implementing better working practices and partnerships

Trading Standards Priorities

Council Priorities

Challenge Poverty in all its forms

Ensure the most vulnerable people in our communities receive the support they need

Improve the chances in life of the most disadvantaged in Cumbria

Council Aspirations

We want Cumbria to be a place with a thriving economy

We want Cumbria to be a great place where you can live in a high quality and sustainable environment

We want Cumbria to be a great place to be a child and grow up

We want you to enjoy an independent and healthy life and be safe from harm

Trading Standards Priorities

Help businesses in Cumbria thrive in a fair and competitive trading environment

To prevent the spread of animal disease and protect the farming community from unfair or illegal practices.

Restricting under-age access to alcohol, tobacco, knives to help safeguard the health of children and young people

Protect vulnerable people in our communities from scams and unfair trading practices to help them enjoy an independent and healthy life, safe from harm

To reduce health inequalities by promoting healthier food choices and tackling the wider determinants of health such as illicit tobacco

Informing and educating consumers of their legal rights and protecting them from financial loss and harm

How did Trading Standards perform in 2010/11?

20,000 consumers in Cumbria advised and assisted by Consumer Direct and Trading Standards

A very efficient service that gives us peace of mind.
Mrs W, Barrow in

240 items tested or sampled for description, quality or safety

Most reassuring, courteous friendly team who helped us greatly. Mrs H, Arnside

64 community talks and engagement to 2300 residents

Cumbria is recognised as being the leading light in this area (food)

Wendy Martin,
Director of Policy Local Government Regulation

You've restored my faith in human nature, Mrs S, Keswick



5000 interactions with businesses

1600 requests for business advice

I like how you described counterfeit goods and scamming so we know all about those things. Tyler, Aged 10, Barrow in Furness

80,000 animal movement licenses

1690 visits to farms to provide advice and check compliance

13 new cold calling zones introduced

The team were outstanding in their professionalism, commitment and dedication.
Managing Director

Professional, efficient, helpful approach has now concluded the dispute.
Mrs R. Windermere

Without your help and encouragement I would have got nowhere, thank you
Mr H, Whitehavem

Performance in 2010/11

The Trading Standards Service had 5 key Priorities, these were:

1. To protect residents from doorstep crime and bring offenders to justice
2. To protect the farming industry from disease and unfair/illegal practices
3. To protect consumers and businesses from unsafe, unfair and illegal trading practices
4. To prevent harm and community nuisance caused by children and young person access to age restricted products
5. To improve the effectiveness and efficiency of the Trading Standards Service

Protect residents from doorstep crime

- We responded to over 100 doorstep crime incidents and protected members of our community from scams and trading practices which are detrimental to both consumers and local businesses. The majority of the victims were between 60 and 80 years old. We provided a rapid response service and were able to save consumers over £50,000 by early intervention. This also led to the successful prosecution of doorstep criminals.
- We worked alongside partners to introduce 13 new No Cold Calling Zones, covering 3710 properties to help prevent consumers in Cumbria from being victims of commercial crime in their own homes. In total Cumbria has introduced 24 No Cold Calling Zones covering 6498 properties. 40% of householders have indicated they do not want cold callers. This initiative empowers consumers to say “No” to cold callers.
- In response to concerns about 'rogue traders' and increasing levels of doorstep crime. Cumbria Trading Standards is launching the Buy with Confidence approved trader scheme. The scheme provides consumers with a list of local businesses which have given their commitment to trading legally and fairly. Every business listed has undergone a series of detailed checks before being approved as a member of the scheme. Businesses in the scheme must comply with relevant legislation, resolve any consumer complaints in a fair and timely manner and understand their obligations to consumers. 'Buy with Confidence' aims to support local businesses and protect consumers.



- We participated in 'Operation Rogue Trader' day with Cumbria Police to target the doorstep criminals who prey on vulnerable and older people.

- We took formal enforcement action against 10 livestock farmers and hauliers who committed offences under Animal Health and Disease Control legislation, and we became the first local authority to take action for livestock traceability offences under the Fraud Act. The work that Trading Standards carries out in Animal Health and Welfare is vital in seeking to avoid the consequences of a further disease outbreak and its potential for wider economic impact in Cumbria.

Protect the farming industry from disease and unfair/illegal practices

- We recorded 80,000 livestock movements onto the national animal movement licensing system (AMLS) of which 98% were recorded within the 3 working day target. This system requires farmers to report movements of sheep, goats and pigs to the Local Authority for traceability purposes in the event of a disease outbreak such as Foot and Mouth.
- We investigated a number of farmers who were moving livestock illegally, causing a potential animal disease risk. Effective traceability relies upon movements being honestly and correctly documented. Trading Standards take action against anyone who deliberately breaches the legislation and puts animals, the farming community and the wider economy at risk.
- We sampled 72 livestock feeds to continue to promote the 'farm to fork' concept and to help ensure the hygiene and safety of animal feeds. We sampled fertiliser imported into Cumbria from Russia which was tested for resistance to detonation and contamination.



Protect consumers and businesses from unsafe, unfair and illegal trading practices

- We participated in 'Scamnesty' month and collected junk and scam mail from collection points in supermarkets across the County. Thousands of letters and literature were deposited in the bins, including deceptive sweepstakes and prize draws, bogus foreign lotteries, 'miracle' health cures and fake clairvoyants and psychics. Nearly half the UK population has been targeted by a scam, 3 million adults falling victim to these scams, losing £3.5 million a year.
- We tested 1069 electric blankets at 10 venues around the county in September and October 2010 of which 448 failed which was a 42% failure rate.
- We worked in partnership with the Illegal Money Lending Team to tackle loan sharks in Cumbria. A loan shark is someone who lends money without the appropriate licence, often charging extortionate interest rates and using intimidation or violence to obtain money. We aim to prevent people in our communities from borrowing money from unscrupulous local sharks.

- We seized over a quarter of a million pounds worth of counterfeit goods and continued to target illegal traders who not only cause financial detriment to consumers but take business away from legitimate local traders.
- We took 225 food samples to test for quality, labelling, nutrition or safety. We participated in national projects for food sampling including takeaway meals, and discovered 3 out of 20 samples contained undeclared allergens which could have caused severe allergic reactions such as anaphylaxis in people with known allergies.
- We worked in partnership with Adult Social Care to carry out nutritional sampling at care homes which revealed poor levels of energy, carbohydrates and fibre, and high levels of salt and fat. However, over a 12 month period, we have identified a 50% improvement in nutrition levels. Results have been presented to those involved in the survey and the Care Sector Alliance. We will be using Dietplan software to support care homes and nurseries to provide food which meets nutritional standards.
- We assisted in the recall of 10,000 unsafe products.
- We visited 1150 businesses including all our High Risk premises to check compliance and provide business advice.
- We tested over 885 pieces of weights and measures equipment for accuracy.



- We licensed 107 premises to store or sell fireworks and visited 60 of them to ensure compliance and provide advice.
- We carried out a deer poaching initiative using a multi-agency approach to target premises which may be involved with the supply of illegally killed deer and game. The demand for venison is high and some suppliers are tempted to obtain carcasses and meat from illegal sources. This activity is illegal and takes trade away from reputable traders.
- As part of a national project to reduce salt levels in bread, we sampled bread from bakers across Cumbria. From 25 samples 13 were found to have the salt levels in excess of the Food Standards Agency guidelines. We are now working with each participating business to take follow-up samples following amendments to the recipes.

To prevent harm and nuisance caused by children and young persons access to age restricted products

- We helped restrict children's access to alcohol, tobacco, knives and butane through enforcement and education. We carried out 276 test purchases using young volunteers, which resulted in 32 sales.
- We worked with partners to tackle the supply of cheap, illicit cigarettes and tobacco which both undermines benefits of high taxation and also presents a significant threat to public health in our most deprived communities. Tobacco smuggling and counterfeiting creates an illicit source of tobacco that is accessible to children and young people and is linked to wider organised criminality and smuggling of drugs, alcohol and weapons. We carried out both education and enforcement activities and promoted the 'Get Some Answers' campaign, which resulted in 16 reports to Crimestoppers and seizure of illicit tobacco.

To improve the effectiveness and efficiency of the Trading Standards Service

- We implemented a new delivery structure for Trading Standards to ensure we were operating in the most efficient and effective way
- We reviewed our operating processes and introduced different ways of working to target our resources at the most vulnerable, and
- We raised awareness of the Trading Standards Service and participated in a wide range of multi-agency work to deliver community awareness campaigns across the County through events such as "Together We Can" and "Street Safe". This joined-up approach enables different organisations, who deliver services, to talk to communities about issues in their area and provide information and advice on community safety. We delivered 69 community talks reaching over 2300 residents.

Key Achievements in 2010/11

20,000 Cumbrian residents received advice from Consumer Direct, 3400 of those consumers received further specialist advice and assistance from Cumbria Trading Standards. In conjunction with Consumer Direct we saved consumers in Cumbria over £1 million through consumer redress. We targeted our resources on helping those who are most vulnerable, and ensure consumers who are disabled or unable to access the Service receive home visits. We used education, advice and use of media to equip consumers with the knowledge to make confident, informed choices in the market-place.

From March 2012 Consumer Direct Call centres will transfer to Citizens Advice. The OFT have offered a contract extension to Cumbria County Council and Agilisys until March 2012 to continue Consumer Direct Service provision in the North West. The call centre is based in Barrow and currently employs 80 local people. A further 18 will be recruited to handle the increased volume of contacts resulting from the closures of other centres.

We worked in partnership with Adult Social Care to carry out nutritional sampling at care homes, which revealed poor levels of energy, carbohydrates, fibre, and high levels of salt and fat. However, over a 12 month period we have identified a 50% improvement in nutrition levels. Results have been presented to those involved in the survey and the Care Sector Alliance. We will be using Dietplan software to support care homes and nurseries to provide food which meets nutritional standards.

We provided business advice to 1700 businesses and delivered 20 talks or training to businesses, attending new business start-up groups or business meetings, to help them to comply with regulatory legislation and to cut through the regulatory red tape.

We supported local food businesses in their application to have the traditional Cumberland Sausage included within the prescribed geographic notification scheme so as to protect this local delicacy. Protected status was granted in March 2011 which means traditional Cumberland sausage cannot be made outside of Cumbria.

Benchmarking and value for Money

Office of Fair Trading research shows that there is a return of £6 to local consumers for every £1 invested in Trading Standards.

Cumbria Trading Standards is seen as one of the national lead authorities for Food and Animal Health and Welfare.

Expenditure and Income Analysis for 2010/11

The net budget for Trading Standards in 2010/11 was £1.97 million. 80% of the budget is allocated to employee costs.

	Budget
Employee Costs	£ 1,593,605
Premises	£ 7075
Transport	£ 73696
Supplies and Services	£ 274408
Income	£ 59467
Total	£ 1,970,000

The actual expenditure in 2010/11 was £1.66 million. This under spend was due to restrictions on external recruitment.

National and Local Context and Drivers

There are significant local and national drivers which will impact on local regulatory delivery and enforcement. The following are key themes coming from the Coalition Government in relation to the regulatory environment:

- End to “tick box” regulation
- Supporting economic growth
- Localism and improved local outcomes
- Consumer empowerment
- Regulatory reform
- Innovation and efficiency

Key developments facing Trading Standards in 2011/12 include:

➤ **Comprehensive Spending Review**

As well as implementing efficiency savings of £197,000 at a local level, there are reductions in central support available to local regulatory services. The funding from DEFRA to local authorities to help enforce and monitor animal disease control legislation has been significantly reduced and will continue to be reduced over the next 4 years. These budgetary pressures will have an impact on Service delivery. However, it does provide an opportunity to improve the design and delivery of the Trading Standards Service to improve local outcomes.

➤ **Localised Delivery**

The Department of Business Innovation and Skills (BIS) is looking to localise service delivery for consumer protection as outlined in the Consumer Landscape Paper. In 2012 the responsibility for the Consumer Direct helpline and all non-financial consumer education, information and advice will transfer from the Office of Fair Trading (OFT) to Citizens Advice. In addition a coordinated network of local Trading Standards services will be given responsibility for enforcement of almost all consumer law. Local challenges to fair trading will continue to be handled at local authority level, but national and regional consumer challenges, which used to be dealt with by the OFT, will be handled by one or more dedicated, expert teams within Trading Standards with work coordinated nationally for this purpose.

➤ **Review of Food Control and Animal Health**

In comparison the Food Standards Agency (FSA) and the Farming Regulation Task Force are considering a range of options including the centralisation of food and animal health enforcement away from local authorities. The FSA are reviewing the UK system of food control to assess whether it is fit for purpose and whether the current system offers enough consumer protection.

➤ **Better Regulation**

Primary Authority gives companies the right to form statutory partnerships with a single local authority, which then provides robust and reliable advice for other councils to take into account when carrying out inspection or dealing with non-compliance. The benefits of Primary Authority are to be made more widely available under new Government proposals. The scheme will be extended to include new areas such as fire safety, alcohol and knives, and will allow business 'groups' such as federations, company groups, retail chains and trade associations, to be part of the Primary Authority scheme.

➤ **Economic Growth**

The Local Growth White Paper and creation of Local Enterprise Partnerships will provide an opportunity to link regulation and growth. This may result in changes in the way we regulate business, taking into account local needs and encouraging economic growth.

➤ **Red Tape Challenge**

The Government has placed regulatory simplification at the heart of its ambitions to make the UK the best place in Europe to start, finance and grow a business. Included in the plan is the "red tape challenge", which aims to reduce the 21895 statutory instruments and the associated burden on business. Trading Standards have responsibility to enforce over 1000 pieces of legislation. As part of the challenge, businesses and members of the public are being asked for their views on Trading Standards legislation surrounding consumer information, restricted goods, hallmarks, weights and measures, pricing, and Sunday Trading.

It is also proposed to simplify and streamline the regulations surrounding age-restricted products and business licences. Currently there are more than 20 different pieces of legislation governing the sale of items such as alcohol, knives and tobacco. And regulations, enforcement regimes, penalties and licences vary considerably from product to product.

➤ **Public Health**

The Public Health White Paper and the proposed transfer of public health functions from Primary Care Trust to local authorities will provide an opportunity for Trading Standards and other Regulatory services to coordinate and develop their existing contribution to public health outcomes, particularly the role in tackling the determinants of health inequalities.

➤ **Priority Regulatory Outcomes**

The Local Better Regulation Office (LBRO) has proposed Priority Regulatory Outcomes to replace the National Enforcement Priorities set in 2007. The proposed outcomes are:

1. Protect the environment for future generations by tackling threats and impacts of climate change
2. Improve the quality of life and wellbeing by ensuring clean and safe public spaces
3. Help people to live healthier lives by preventing ill health and harm and promoting public health
4. Ensure a safe, healthy and sustainable food chain for the benefits of consumers and the rural economy
5. Support enterprise and economic growth by ensuring a fair, responsible and competitive trading environment

The Outcomes set a framework for local delivery that will support economic growth and protect citizens. Local Authorities will have autonomy to select the most appropriate ways to meet the outcomes in their locality.

Financial Context in 2011/12

The budget has been reduced from £1.97 million to £1.77 million. DEFRA funding has been reduced from £278,000 to £200,000. This funding will be used to maintain high standards of livestock disease control and enforcement.

Trading Standards budget 2011/12

	Budget
Employee Costs	£ 1,275,605
Premises	£ 7075
Transport	£ 73696
Supplies and Services	£ 254748
Income	£ 41876
Total	£ 1,578,000

DEFRA budget 2011/12

	Budget
Employee Costs	£ 186,365
Premises	£ 0
Transport	£ 7600
Supplies and Services	£ 5825
Income	£ 0
Total	£ 200000

Where do we need to be?

Our Service Users

Trading Standards provides behind-the-scenes protection for each and every one of Cumbria's 500,000 residents, businesses, visitors and tourists. We focus our services on the needs of residents and businesses.

- The specialist Animal Health team provides advice, assistance and regulation to the County's 7,500 farmers and processes the details of over 78,000 livestock movements annually
- 25,000 businesses – Trading Standards is likely to have over 5,800 interactions with businesses next year
- 20,000 residents will be advised or helped by Consumer Direct and Trading Standards

We can only achieve our objectives through partnership working with others. We will continue to develop joint working and strong partnerships to deliver efficient and effective services to consumers and businesses across Cumbria

Challenges in Cumbria

- The aging population profile in Cumbria and the decreasing proportion of young people has implications on the demands on the Trading Standards Service
- Population forecasts show a decline in the number of working-age people and the fastest decline in the number of children of any county in England
- The population is ageing fastest in the most rural parts of the county
- A number of different factors contribute to health issues and health inequalities in Cumbria, such as smoking, diet, physical activity, alcohol, employment, workplace conditions and housing
- An estimated 25% of Cumbrian adults smoke, although in some areas of the county this can be as high as 50%
- In Cumbria around 900 people die each year as a result of smoking-related conditions. This equates to 17% of all deaths within NHS Cumbria's area.
- Children and young people begin drinking at a younger age in Cumbria than the national average
- In Cumbria 52% of offenders under probation supervision have offended due to alcohol
- Copeland, Allerdale and Carlisle all have obesity prevalence rates above the national average
- Cumbria's size, geography and considerable rural population must be taken into account to ensure the Trading Standards Service is accessible and available to those who most need the Service
- Since 1995, the economy has grown by 60%, significantly lower than the national figure of 98%. However, there have been positive recent signs with Cumbria being the fastest growing sub-region in the North West of England for the last six years
- There is a significant difference in average household incomes across the county. In some wards, average household income is £17,000, while in others the average household income is £40,000
- Of the 225,000 households in Cumbria, approximately 30,000 have an annual income of less than £10,000 – that is just over £192 per week before tax
- While the highest levels of child poverty are found in the more urban parts of the county, over 6,000 children are living in poverty in rural Cumbria
- For Cumbria as a whole, unemployment levels are lower than the national average, however there are high levels of worklessness in some pockets of the County

Our role and vision

The role of the Trading Standards Service can be divided into 3 areas which link to the Council Priorities.

1. Protection of Vulnerable Members of our community

Given the financial challenges facing Cumbria the role of Trading Standards has come into sharper focus. Trading Standards role is to **protect vulnerable members of our community** from scams and trading practices which are detrimental to both consumers and local businesses. Trading Standards enforce consumer protection legislation to combat doorstep traders who operate illegally, supported by non-statutory legislation such as Fraud Act and Proceeds of Crime Act.

We will have a key role in **challenging poverty**. People on low incomes are often those most impacted by unfair trading. Loan sharks, doorstep selling and scams are often targeted at specific groups of consumers and those consumers are often unable to help themselves. Our role is to offer advice and assistance for vulnerable consumers, disadvantaged groups or for those who are unable to help themselves.



2. Support Economic Growth

Through education and enforcement, Trading Standards role is to ensure that the **trading environment is fair and businesses thrive**. Some businesses not only cause detriment to consumers but also take business away from legitimate local traders. Trading Standards work alongside Business Link and other economic development organisations to support new and existing businesses to help them to comply with regulatory legislation and to launch their products or services into the market place.

Trading Standards also support rural farmers many of whom are older, have low incomes and can be isolated. The average age of a UK farmer is around 60 with 25% over 65, and farm incomes generally are low. We offer encouragement and support to farmers who appear to be vulnerable and where necessary will signpost or contact the Farm Crisis Network.

Our role is to enforce legislation relating to **animal health and welfare on farms**, during transport and at the market. We record movement of cattle, sheep and pigs in accordance with **disease control legislation** introduced following Foot and Mouth. As this County knows only too well, the impact of a major animal disease can have a wider effect than just on the directly affected livestock industries. The work that Trading Standards does in Animal Health and Welfare is vital in seeking to avoid the consequences of a further disease outbreak and its potential for wider economic impact in Cumbria.

3. Helping People Live Healthier Lives

We work closely with partners to help reduce health inequalities by promoting healthier food choices and tackling the wider determinants of health such as illicit tobacco. For children and young people our role is to restrict opportunities for them to obtain age-restricted products and, in doing so, help safeguard their health. Trading Standards work with partners to tackle the supply of **cheap, illicit cigarettes** and tobacco which both undermines the benefits of high taxation but also presents a significant threat to public health in our most deprived communities. Tobacco smuggling and counterfeiting creates an illicit source of tobacco that is accessible to children and young people and is linked to wider organised criminality and smuggling of drugs, alcohol and weapons.

We have responsibility for **food standards** enforcement and that consumers have the necessary information to make informed choices. Trading Standards role is to protect consumers from risks related to food and particularly fraudulent and misleading practices, driving up compliance with businesses and promoting healthier food options. Cumbria Trading Standards have worked with partners on a number of projects aimed at vulnerable groups, including nutrition in early years settings, nutrition in care homes and working with businesses to reduce salt in food, one of the main contributors to heart disease and strokes.

Animal disease that can be passed from animals to humans (zoonotic) disease can present a public health issue and can have a devastating impact on the farming industry. Our role is to help prevent such diseases and implement contingency plans in the event of such an incident.

What other changes will we be making?

We will prioritise our activities and ensure careful allocation of resources. We will focus on our statutory functions but we will achieve better outcomes by carrying out a range of regulatory activities such as advice, awareness campaigns and intelligence sharing, alongside more traditional enforcement activities.

To provide a purely reactive service would not be cost effective in the long term but it is difficult to quantify the preventative and deterrent effects of our work. Many residents are unaware that Trading Standards are protecting them, for example, detecting a clocked car before it is supplied, testing petrol pumps for accurate measure, and ensuring contract terms on a website are fair. Preventative work will be targeted in the highest risk areas, and our education work targeted at deprived communities or vulnerable consumers who most need our help

We will continue to develop better working relationships with our partners including the Police, Fire, District Councils, Public Health, DEFRA and government agencies to improve collaborative working and reduce burden on business. We will be working closely with the Tobacco Alliance, Cumbria Drug and Alcohol Team, Public Health and Health and Wellbeing Board.

Trading Standards will review existing policies and procedures, including the Enforcement Policy, to ensure efficient and effective service delivery.

How will we get there?

During 2011/12 our key activities will be:

Priority	Key Activities	Performance Measures *	How will we know it has been successful
<p>Protect vulnerable people in our communities from scams, fraud and unfair trading practices to help them enjoy an independent and healthy life, safe from harm</p>	<p>Doorstep Crime rapid response and community support to tackle and prevent doorstep offences</p> <p>Support communities in the introduction of No Cold Calling Zones and support existing zones</p> <p>Use intelligence analysis and sharing to identify problem traders and at risk areas</p> <p>Identifying repeat victims and provide support</p> <p>Assess all consumer and business complaints and investigate where necessary</p> <p>Tackle on-line crime and scams through proactive projects</p> <p>Work in partnership with Cumbria Fire and Rescue to provide electric blanket testing at venues across the County</p>	<p>Money saved or recovered from doorstep crime incidents</p> <p>Number of doorstep crime incidents responded to</p> <p>Number of No Cold Calling Zones introduced – target of 7</p>	<p>People in Cumbria will be less likely to become victims of commercial crime in their own homes</p> <p>Residents in Cumbria will be safe from harm</p>
<p>Restricting under-age access to alcohol, tobacco, knives to help safeguard the health of children and young people and reduce community disorder</p>	<p>Test purchasing programme for alcohol, tobacco and knives</p> <p>Proxy test purchasing (adults buying for children)</p> <p>Provide education and advice to licensed premises to help them comply with the legislation and take the necessary precautions to prevent offences from being committed.</p>	<p>Number of under-age sales test purchases and outcomes</p>	<p>Alcohol and other age-restricted products will become less available and accessible to children.</p> <p>Young people are less likely to start smoking and drinking</p> <p>Community disorder is reduced</p>

Priority	Key Activities	Performance Measures *	How will we know it has been successful
Support honest businesses in Cumbria and help them to thrive in a fair and competitive trading environment	<p>Promote the Buy with Confidence Scheme and increase membership</p> <p>Provide business advice and support to local businesses particularly small and new businesses on regulatory matters to improve compliance and standards</p> <p>Carry out risk based interventions and project led visits to all high risk businesses and selected medium risk businesses</p> <p>Carry out a food and feed sampling programme in accordance with national enforcement priorities and national/regional sampling plan</p> <p>Tackle the informal economy and intellectual property crime</p> <p>Introduce a Local Beef labelling scheme</p>	<p>Number of business joining the scheme – target of 50</p> <p>Number of businesses advised and/or trained</p> <p>Business satisfaction levels</p> <p>Number of interventions – Target of 100% for High Risk businesses</p> <p>Number of medium risk interventions achieved through project-led work</p> <p>Number of samples and outcomes</p> <p>Quantity of seized goods</p>	<p>We have informed, successful businesses who do not engage in activities that cause consumer detriment and harm</p> <p>Consumers will have confidence and protection when choosing a business in Cumbria</p> <p>Businesses in Cumbria will have improved trading practices to the benefit of consumers and to increase customer satisfaction levels</p>
Empowering, informing and educating consumers of their legal rights and protecting them from financial loss and harm	<p>Providing second-tier consumer advice, focusing on the more vulnerable consumers and those who cannot help themselves</p> <p>To identify groups of people who are under represented in accessing the Trading Standards Service and target consumer education within these areas/groups, particularly those in deprived areas who are more at risk of financial harm</p> <p>To educate young consumers to help develop life skills and consumer confidence</p> <p>Engage with communities to understand local needs and be more responsive to those needs</p>	<p>To respond to requests for advice within 5 working days</p> <p>Number of consumers receiving advice and assistance</p> <p>Outcomes of complaint intervention and amount saved to consumer</p> <p>Consumer satisfaction levels and consumer confidence</p> <p>Level of satisfaction of attendees at community meetings</p>	<p>We will have informed confident consumers who are less likely to suffer financial detriment</p> <p>Consumer confidence levels to increase by 2012/13</p>

Priority	Key Activities	Performance Measures *	How will we know it has been successful
<p>To prevent the spread of animal disease and protect the farming community from unfair or illegal practices</p>	<p>Ensure Cumbria's livestock farms are risk assessed and a programme of inspections drawn up based upon locally determined frequency according to risk</p> <p>Undertake collaborative disease control work with DEFRA, farming industry and other partners.</p> <p>High visible presence at markets and other premises licensed for sales</p> <p>Identify breaches of legislation including bio security, licensing, welfare, livestock identification, movement breaches, illegal imports and other disease control work</p> <p>Review and update contingency plans</p> <p>Use the Animal Movement Licensing System (AMLS) to input all movement documents received for sheep, pigs and deer</p>	<p>Number of High risk interventions at farms/dealers/critical control points</p> <p>Number of animal movements inputted onto AMLS within 3 days (target 80%)</p> <p>Number of breaches of legislation investigated</p>	<p>Farming industry will comply with animal health and welfare legislation and the farming community will thrive in a fair trading environment</p>
<p>To reduce health inequalities by promoting healthier food choices and tackling the wider determinants of health such as illicit tobacco</p>	<p>Investigate allegations of illicit tobacco being sold in the County and work with the North West Illicit Tobacco team, Police and HMRC to take necessary enforcement action</p> <p>Increase community awareness about the harm of illicit tobacco and encourage information sharing</p> <p>To educate and inform food businesses on reducing levels of salt and saturated fat and improving consumer choice by providing healthier options</p>	<p>Number of community talks and provision of information to help consumers make informed choices about the food they purchase and understand food labelling</p> <p>Number of business interventions and advice to food premises</p> <p>Number of intelligence reports relating to illicit tobacco in Cumbria</p>	<p>We will have healthier communities and reduced health inequalities</p> <p>We will have made illicit tobacco less accessible, available and acceptable</p>

Priority	Key Activities	Performance Measures *	How will we know it has been successful
To improve the Trading Standards Service	<p>Improved database and profiling to identify business risk and allow more targeted inspections</p> <p>To train and develop staff to ensure that officers have the required professional qualifications and competence and the team have the right skills and expertise to deliver the Service</p> <p>Improve the website and access to Trading Standards information</p> <p>To look for opportunities for shared services and joined up working to improve the effectiveness and efficiency of the Trading Standards Service</p> <p>To review the quality system to make sure it is up to date, practical and effective</p>	<p>Number of officers attaining the professional qualifications</p> <p>Website hits</p> <p>Number of enquiries received through the website</p>	<p>We will have an effective, efficient and successful Trading Standards Service</p> <p>Reduced burden on business</p>

* There is a general lack of national performance management information for Trading Standards to make meaningful comparisons with other local authorities. There are no national indicators for Trading Standards Services for 2011/12. This year we will develop local measures and establish baseline figures for future performance monitoring.