

# Individual Executive Member Decision

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<b>Title of Report:</b>	<b>Trading Standards Strategic Delivery Plan 2012-14</b>
<b>Report to be considered by:</b>	Individual Executive Member Decision
<b>Date on which Decision is to be taken:</b>	31 May 2012
<b>Forward Plan Ref:</b>	ID2474

**Purpose of Report:** To set out the Trading Standards Strategic delivery Plan for 2012-14 and seek approval.

**Recommended Action:** To APPROVE the plan.

**Reason for decision to be taken:** The Strategic Delivery Plan sets the high level targets that will guide the service direction for the next 2 years.

**Other options considered:** None

**Key background documentation:** Joint Service Delivery Service Specification

Portfolio Member Details	
<b>Name &amp; Telephone No.:</b>	Councillor Hilary Cole - Tel (01635) 248542
<b>E-mail Address:</b>	hcole@westberks.gov.uk
Contact Officer Details	
<b>Name:</b>	Sean Murphy
<b>Job Title:</b>	Trading Standards Manager
<b>Tel. No.:</b>	01635 519930
<b>E-mail Address:</b>	smurphy@westberks.gov.uk

## Implications

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<b>Policy:</b>	The plan is built on a number of policy strands
<b>Financial:</b>	The delivery plan is funded from within current financial provision and / or direct grant funding for specific tasks and initiatives.
<b>Personnel:</b>	None
<b>Legal/Procurement:</b>	The tobacco and aerosol spray paint enforcement policy considerations are legal requirements and the Food Plan is required by the Local Authority Framework Agreement on Food Enforcement. All legal actions are governed by the existing enforcement policy.
<b>Environmental:</b>	There are provisions within the plan that contribute to the overall objective of the protection of the environment.
<b>Property:</b>	None
<b>Risk Management:</b>	None
<b>Equalities Impact Assessment:</b>	Stage one assessment attached at Appendix A

## Consultation Responses

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### Members:

<b>Leader of Council:</b>	Graham Jones
<b>Overview &amp; Scrutiny Management Commission Chairman:</b>	Brian Bedwell
<b>Ward Members:</b>	N/a
<b>Opposition Spokesperson:</b>	Alan Macro
<b>Local Stakeholders:</b>	Wokingham Borough Council
<b>Officers Consulted:</b>	All officers within the Trading Standards Service
<b>Trade Union:</b>	Not consulted

Is this item subject to call-in?	Yes: <input checked="" type="checkbox"/>	No: <input type="checkbox"/>
If not subject to call-in please put a cross in the appropriate box:		
The item is due to be referred to Council for final approval		<input type="checkbox"/>
Delays in implementation could have serious financial implications for the Council		<input type="checkbox"/>
Delays in implementation could compromise the Council's position		<input type="checkbox"/>
Considered or reviewed by Overview and Scrutiny Management Commission or associated Task Groups within preceding six months		<input type="checkbox"/>
Item is Urgent Key Decision		<input type="checkbox"/>
Report is to note only		<input type="checkbox"/>

## Supporting Information

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### 1. Background

- 1.1 The Joint Trading Standards Service was formed in June 2010. The original project plan developed for the service set out a number of required achievements particularly in respect of creating capacity and development of expertise. Both of these and other identified priorities have been achieved.
- 1.2 The Service Level Agreement which formed part of the Joint Service Agreement identified a number of key priorities around community safety, health, the environment and the protection of consumers, residents and businesses from unfair and unsafe commercial practices. The plan set out at Appendix B addresses these key priorities.
- 1.3 A key theme of the plan is the use of the National Intelligence Approach to tackling crime and related matters. This model suggests that in any approach there are elements of intelligence analysis and preventative measures that support the enforcement function. The plan is written to develop this approach. Before this plan sits specific tasking operations which are managed at service level and translate the strategic aims of the service into delivery.
- 1.4 The Food Enforcement Plan incorporated in the Delivery Plan sets out our priorities in relation to the delivery of the food standards enforcement function which includes food quality and labelling. It also sets out our priorities for work on Animal Feed as this along with Animal Welfare enforcement is seen as crucial to protecting animal and human health.
- 1.5 For the first time the plan also brings forward a new policy on business advice. The Policy allows for the development of Primary Authority arrangements as well as setting out clearly our charging policy. In essence all business start ups will be able to receive an initial 5 hours advice free of charge. This is crucial at this time when new enterprises are being actively encouraged and are seen as a key part of economic recovery.

### 2. Equalities Impact Assessment Outcomes

- 2.1 The parties consulted on the plan in its entirety are the Joint Service Review Panel and members of staff from the Trading Standards Service. Many of the objectives in the plan are built on long standing programmes at work which are designed to protect members of the community most susceptible to fraud and other consumer related crime.
- 2.2 In terms of enforcement actions taken by the service these are considered in the context of the Human Rights Act and prosecutions take account the approved Enforcement Policy which applies both the evidential and public interest tests set out in the Code for Crown Prosecutors. Oversight independent of the investigating officer is present when decisions on legal actions are made.

### **3. Conclusion**

- 3.1 The Delivery Plan sets out in clear terms how the service will protect residents and businesses from unfair and unlawful trading practices. The service believes it strikes the right balance between prevention and enforcement. We also believe it reflects current resource availability but there is an acceptance that things can change and prioritisation is a key feature going forward.
- 3.2 It is therefore recommended that the plan and policies contained therein be Approved.

### **Appendices**

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Appendix A – Equality Impact Assessment – Stage 1

Appendix B – Trading Standards Strategic Delivery Plan 2012/14

## Equality Impact Assessment – Stage One

<b>Name of item being assessed:</b>	Trading Standards Strategic Delivery Plan 2012-14
<b>Version and release date of item (if applicable):</b>	
<b>Owner of item being assessed:</b>	Sean Murphy
<b>Name of assessor:</b>	Sean Murphy
<b>Date of assessment:</b>	16 <sup>th</sup> May 2012

<b>1. What are the main aims of the item?</b>
Set out the priorities of the Trading Standards Service for 2012/14

<b>2. Note which groups may be affected by the item, consider how they may be affected and what sources of information have been used to determine this.</b> (Please demonstrate consideration of all strands – age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation)
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<b>Group Affected</b>	<b>What might be the effect?</b>	<b>Information to support this.</b>
Local Residents	Provide protection from unfair trading activity along with measures increase community safety and protect public health	Set out in plan
Local Businesses	Provide protection from unfair trading practices	Set out in plan
Elderly and other residents vulnerable to Financial Related Crime	The plan contains specific measures aimed at protecting this particularly susceptible to fraud and other financial crime	Set out in plan
Young people	The plan contains measures to protect the health and wellbeing of young people i.e. prevention of the sales of illegal age restricted products	Set out in plan

<b>Further comments relating to the item:</b>
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<b>3. Result</b> (please tick by double-clicking on relevant box and click on 'checked')	
<input type="checkbox"/>	<b>High Relevance</b> - This needs to undergo a Stage 2 Equality Impact Assessment
<input type="checkbox"/>	<b>Medium Relevance</b> - This needs to undergo a Stage 2 Equality Impact Assessment
<input type="checkbox"/>	<b>Low Relevance</b> - This needs to undergo a Stage 2 Equality Impact Assessment
<input checked="" type="checkbox"/>	<b>No Relevance</b> - This <b>does not</b> need to undergo a Stage 2 Equality Impact Assessment

**For items requiring a Stage 2 equality impact assessment, begin the planning of this now, referring to the equality impact assessment guidance and Stage 2 template.**

<b>4. Identify next steps as appropriate:</b>	
Stage Two required	
Owner of Stage Two assessment:	
Timescale for Stage Two assessment:	
Stage Two not required:	

**Name:** Sean Murphy

**Date:** 16<sup>th</sup> May 2012