

Trading Standards Service Plan 2022/23



Executive Summary
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Section A: Strategic Objectives

Economy and Infrastructure Objectives:

Decarbonisation and Climate Change

- Ensuring the safe storage and sale of potentially unsafe or hazardous materials such as petroleum and explosives.
- Ensuring environmental claims (e.g. those made during the marketing of products) are accurate and not misleading

Place and Economy

- Supporting businesses through the provision of advice and reducing regulatory burdens.
- Tackling unfair practices which distort the market place to ensure a level playing field, for example the sale of counterfeit goods or the use of illegal trading practices to gain advantage over the business' competition.
- Working with partners (e.g. other regulatory services) to provide a holistic approach to business support services and regulation.
- Providing specific business support services such as testing and certificating weighing and measuring equipment.
- Enabling good businesses to distinguish themselves through business approval schemes.
- Supporting businesses to deal appropriately with incidents (e.g. failure to comply with regulatory controls) and regulatory challenge

Enterprise, Innovation and Efficiency

- Enterprise – A minimum of 10% of the Trading Standards budget is generated from charging Cumbrian businesses for * assured advice, and funded visits to check the integrity of the food chain.
- Innovation – We are a key partner in a recently developed partnership “Better Business For All” with district councils, HMRC and Local Enterprise Partnership providing Webinars on legislation changes to existing and new businesses.
- Efficiency - Digitise explosives and petroleum licensing process to enable businesses to complete applications and payments online which will save time and money.

*Assured advice – advice to business that is recognised nationally by all Trading Standards Departments.

Section B: Description of the Service (s) Trading Standards

The role of Regulatory Services is to protect the public and the environment whilst promoting sustainable economic growth. The Service comprises a broad range of services and functions bringing many of the Council's regulatory services into a single service area. Services include Trading Standards. The role of the Trading Standards is to promote a fair, healthy and safe trading environment in Cumbria by ensuring compliance with regulatory legislation, protecting consumers and supporting local businesses. Trading Standards has a statutory responsibility to enforce regulatory legislation aimed at protecting consumers, particularly the most vulnerable and preventing businesses from engaging in unfair, illegal or unsafe practices.

13 permanent posts based across 4 sites

The aims of Cumbria County Council's **Trading Standards team** are to:

- **Rogue Trading** – Protect consumers and businesses from the adverse effects of rogue trading. To work with partner agencies and investigate all incidents of Doorstep Crime
- **Public Health** – Disrupt the supply of illicit tobacco and alcohol. Restrict the supply of unsafe and mis-described food.
- **Supporting Businesses** – Provide a fair and equitable trading environment for Cumbrian businesses to thrive and grow. To encourage businesses to become members of the Primary Authority Scheme.
- **Public Protection** – Restrict the supply of unsafe goods to Cumbrian residents. Identify unsafe goods and remove from the market place. Ensure explosives stores and premises storing petroleum are doing so safely through licensing and inspection. Ensure the seven major Cumbrian sports grounds are operated in such a manner that guarantees spectator safety
- **Animal Health/Disease Control** – Protect the farming and tourism industry from disease outbreak such as Foot and Mouth/Avian Influenza in farm animals. Protect the welfare of animals at farms, markets and during transport.
- **Compliance Visits** – Pro-active intelligence lead market surveillance work to ensure legal requirements are met and consumers are able to shop with confidence. Deliver our statutory duties under the Food and Feed plan.

Section C: How do we link with other teams, services, partners?

Partnerships:

The front line consumer advice service for Trading Standards is provided by Citizens Advice. This is a national system and not a local decision. Contact to TS is through a 'triage' system whereby Citizens Advice will provide consumer advice and then send the information of criminal breaches through to TS. The information collected by Citizens Advice is crucial for trends and intelligence purposes and helps us to target and frame our local, regional and national priorities

Internal partnerships with Cumbria Safeguarding Adults Board, NTS (Scams) , Public Health (Food, Smoking cessation and product safety), Fire and Rescue (Explosives premises, Safety at Sports Grounds), Resilience (Animal Disease Contingency plans) being the main areas

A working relationship with all other Trading Standards services nationally and an especially close relationship and shared agenda with services in the North West region. Works in a formal partnership known as TSNW (Trading Standards North West)

A close working relationship with RSPCA, DERFA, in particular APHA – Animal disease and welfare

A good working relationship with Cumbria's District Councils particularly Environmental Health services.

A long established relationship with DVSA – Unroadworthy vehicles

A recently developed relationship with the Immigration service

A close, growing and very effective partnership with Cumbria Police, with specific focus currently on cyber-crime, illicit tobacco, anti social behaviour and the theft of farm animals.

An innovative partnership with Business Approval Register to provide a trader approval scheme

A recently developed partnership "Better Business For All" with district councils, HMRC and Local Enterprise Partnership providing Webinars on legislation changes to existing and new businesses.

Section D: How the Service meets Council Plan Outcomes

People in Cumbria are healthy and safe - being healthy and safe is the foundation for wellbeing and pursuing aspirations.

The economy in Cumbria is growing and benefits everyone - it means that everybody should have the opportunity to secure a good job and businesses across Cumbria can be successful. The county needs to attract investment to create new and good quality business and employment opportunities, as well as new homes.

Outcome & New Way of Working 1: Working together - Working with partner organisations and communities to achieve shared aspirations

We will:

- Work with the district councils, and the community and voluntary sector to increase re-use and recycling of collected waste materials (waste prevention)
- Actively promote waste prevention to reduce waste and maximise resources
- Contribute to the Joint Public Health Strategy Implementation Plan – waste prevention and carbon reduction.

Outcome & New Way of Working 2: Enterprise & Efficiency - Explore new ways to deliver services and maximise our resources

We will:

- Support businesses through the provision of advice and reducing regulatory burdens.
- Tackling unfair practices which distort the market place to ensure a level playing field

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Section F: Key Service Deliverables, Key Performance Indicators (with targets), and Projects and Activities (with due delivery dates).

Key Service Deliverables for 2022/23	Key Performance Indicators or Measures	Target 2022/23	Projects and Activities 2022/23	Target Delivery Date 2021/22
1. Trading Standards will promote a fair, healthy and safe trading environment to protect consumers and support local businesses	Meet the objectives of the Food and Feed plan	Inspection of 100% of High Risk premises	Deliver our statutory duties under the food and feed plan	March 2023
	Public Health of Cumbrian residents protected	£50k of Illicit products removed from sale	Deliver public health focused enforcement projects March 2023	March 2023
	Residents protected from scams and unsafe trading practices	£300k of Money Saved from scams 5k direct social media hits/interactions	Focus enforcement activity on Social Media and Doorstep Crime March 2023	March 2023
	Informed consumers in Cumbria		Continue to use Social media platforms to inform Cumbrian residents	March 2023
2. Trading Standards will promote a fair, healthy and safe trading environment to protect consumers and support local businesses	Grow our income so that Trading Standards becomes more financially sustainable	10% of budget generated as income	Increased income from Primary Authority Partnerships	March 2023
3. Trading Standards will promote a fair, healthy and safe trading environment to protect consumers and support local businesses	Fulfil our statutory role in relations to Sports Ground Safety	All Sports Grounds and Stands requiring licensing are	Appropriate controls are in place to license Sports Ground safety	Ongoing

inspected and
licensed
annually

Section G: Planned Service improvements in 2022/23 – systems, processes, procedures, digital innovation

- Digitise explosives and petroleum licensing process to enable businesses to complete applications and payments online.
- Increase use of social media platforms to keep Cumbrian consumers/businesses informed
- Finalise review of quality system and implement changes as appropriate
- Undertake database improvements and better profiling to identify business risk and allow more targeted interventions

Section H: Audits to be undertaken during 2022/23

The Service will be subject to a peer audit under the metrology function.

An additional 4 internal audits will take place during 2022/23 these are yet to be identified but will involve core functions where we have a documented quality system

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Section G: Significant Risks, Risk Ratings, Target Risk Ratings and Mitigating actions.

Description of risk	Impact	Likelihood	Risk Rating	Target Risk Rating	Mitigating Action 2021/22
1. There is a risk of partial or non-delivery of the agreed Food & Feed Plan, caused by staff being reallocated to COVID-19 related enforcement activity and resulting in non-delivery of Service targets.	3	3	9	3	Ensure there are sufficient resources allocated to the service Identify what services need to be prioritised/deprioritised
2. There is a risk of significant service disruption caused by a notifiable disease outbreak within Cumbria, resulting in staff and other resources being diverted and resulting in the partial or non-delivery of Service targets.	4	3	12	8	Ensure appropriate contingency plans are in place Keep engaged with relevant bodies to ensure early notification
3. Post EU Exit - There is a risk that unsafe products will be placed on the Cumbrian market due to Cumbrian Importing Businesses being unable to comply with new regulatory arrangements and Trading Standards being unable to provide timely and comprehensive support and advice due to capacity issues while also dealing with ongoing Covid-19 related activity. This could result in potential Public and Animal Health & safety related issues.	4	3	12	8	Identify and promote existing business support networks. Actively promote and signpost businesses to national and local sources of information, advice and guidance Keep engaged with relevant bodies to ensure early intervention
4. Cumbrian ports (and airport) will become the first point of entry for certain goods/products	4	3	12	8	Regular liaison with port authorities to monitor imports and inspect documents/goods where necessary. This is a significant change the service will need to operate as a port/first point of contact which does not currently occur, additional resources may be required