

AGENDA MANAGEMENT SHEET

Name of Committee **Community Protection Overview & Scrutiny Committee**

Date of Committee **5th September 2006**

Report Title **Performance Report 2005/06**

Summary The report summarises the performance of Trading Standards for the year 2005/06.

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Would the recommended decision be contrary to the Budget and Policy Framework? No

Background papers Trading Standards Service Plan

CONSULTATION ALREADY UNDERTAKEN:- Details to be specified

- Other Committees
- Local Member(s) Not applicable
- Other Elected Members Councillor M Doody, Councillor D Shilton
- Cabinet Member Councillor R Chattaway
- Chief Executive
- Legal Ian Marriott – comments incorporated
- Finance Paul Walsh- comments incorporated
- Other Chief Officers
- District Councils
- Health Authority
- Police
- Other Bodies/Individuals

FINAL DECISION

SUGGESTED NEXT STEPS:

Details to be specified

Further consideration by
this Committee

To Council

To Cabinet

To an O & S Committee

To an Area Committee

Further Consultation

Agenda No

Community Safety Overview & Scrutiny Committee 5th September 2006

Performance Report Year 2005/06

Report of the Director, Adult Health & Community Services

Recommendation

The Community Safety Overview & Scrutiny Committee is asked to:

- a) Consider the performance of the Trading Standards Service for the year 2005/06.
- b) Endorse any proposed remedial actions.
- c) Request any additional information required.

Executive Summary & Headlines

- 1 The following report summarises the performance of the Trading Standards Service for the year 2005/06 (1st April 2005 to 31st March 2006). The performance is set out in terms of departmental key performance indicators, corporate and departmental objectives, customer satisfaction indicators, consultations and complaints / compliments.
- 2 The report shows that: -
 - 80% of key objectives were achieved for 2005/06.
 - A further 9% were part met or delayed by less than 6 months of target date.
 - 75% of Key Performance Indicators were achieved or exceeded the target.
 - The Trading Standards Service had an underspend of £88,919 at the end of 2005/06.
 - 11 complaints have been handled in this current year. This is 3 complaints more than last year (8). The main areas of dissatisfaction relate to customer care. Remedial actions have been put in place to resolve all complaints.

**Trading Standards
Performance Report for 2005/06
(1ST April 2005 to 31st March 2006)**

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Chapter One – Performance Results

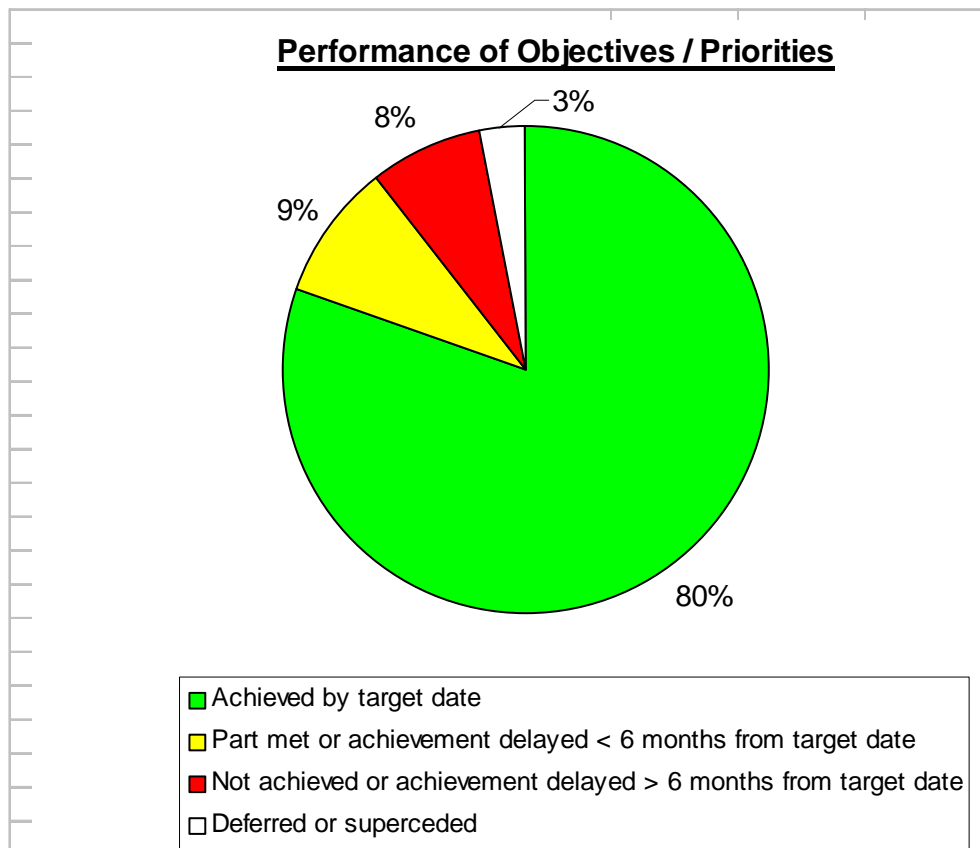
1. Introduction

This section describes the Trading Standards Service performance against departmental key performance indicators and departmental objectives. The report forms part of WCC's well-established performance management system, which requires twice-yearly performance reports.

2. Summary of Performance for 2005/06

The following table shows Trading Standards performance against objectives for the financial year April 2005 – March 2006.

TSS Objectives	No. of Key Tasks	% of Total
Achieved by target date	53	80%
Part met or delayed by less than 6 months of target date	6	9%
Not achieved or delayed by more than 6 months from target date	5	8%
Deferred or superseded	2	3%



Key Performance Indicators - Targets	No. of KPIs	% of Total
Achieved or exceeded target	3	75%
Missed target by 10% or less	0	0%
Missed target by more than 10%	1	25%

1. Performance Against Trading Standards Objectives (Exception Report)

The tables below are an **exception report** against Trading Standards planned objectives. These are listed under the appropriate Corporate Objectives and service area.

NB: Appendix A provides full details of the objectives that have been achieved by 31st March 2006.

The following key is used to assess each objective in terms of status and risk.

Key:

Status	
Amber	Forecast to be part met or achievement delayed by less than 6 months of target date
Red	Forecast as not achieved by year end or delayed by more than 6 months of target date
White	Deferred or superseded

Risk to the delivery of Corporate Priorities	
High	Major potential impact
Medium	Moderate potential impact
Low	Minimal potential impact
Nil	No impact

Corporate Objective 1: To Promote Lifelong Learning and Personal Development

Trading Standards

Ref	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Promote informed confident consumers (also supports Corporate Objective 5) (T1.1/T5.1)	Preparation of strategic plan for consumer education	Development of Consumer Education (TSMT 18)	Develop & implement strategy. Monitor & review programme of events	Red	Low	Caused by unexpected prolonged staff absence and consequential re-assessment of priorities This work will now take place during 2006/07
2	Support the Council's work to address the fear of crime through public reassurance and information provision through Libraries and Trading Standards Services by: (Also supports Corporate Objective 5) <ul style="list-style-type: none"> • Focussing on improving accessibility to our services for all consumers (T1.3) • Helping consumers to help themselves and (T1.4) Providing opportunities for vulnerable groups to learn about consumer issues (T1.5)	To identify and take action in areas of consumer detriment and concern for their benefit, arising from consultation or other intelligence		To produce ACT (Action on Consumer Transactions) reports with recommendations for further action	Red	Medium	Caused by unexpected prolonged staff absence. This work will now take place during 2006/07

Corporate Objective 2: To Promote the Health and Social Care of our Citizens

Trading Standards

Ref	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Ensure food is accurately described and meets legal standards for composition and labelling (T2.2)	Inspect food premises guided by new FSA Standards: 100% of high risk food premises 35% of medium risk food premises	Improved health	Achieve target agreed by members	Red	High	Not achieved due to unexpected shortage of qualified staff Priority to sampling in second half of year over medium risk visits. Temp Food Officer appointed Nov-Jan. N.B 100% High risk inspections achieved
2	Ensure farm animal health meets legal standards (T2.4)	Preparation of "fit for purpose" replacement FMD contingency plan	FMD Contingency Plan (TSMT 20)	Plan prepared by March 2006	Red	Medium	Decision taken to divert some development resource. Avian Flu plan drafted as priority. No progress with other contingency plans
3	Ensure the withdrawal of unsafe consumer products (T2.5)	CEnTSA Project Saf.2: Nursery Goods Performance testing and instruction labelling. To undertake a comprehensive study of goods supplied by the Nursery Industry.		Through HA sampling to establish the: Number of non-compliant wheeled child conveyances. (Number of unsafe products found).	White	Low	Due to pressure on resources, the service plan was reviewed and projects reprioritised.

Corporate Objective 3: To Improve the Environment

Trading Standards

Ref	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Improve the environment (T3.1)	Programme of checks for compliance with Packaging (Essential Requirements) Regulations	Improving business awareness and performance on environmental issues	Assess compliance of mail order products with Packaging (Essential Requirements) Regulations and distance selling Regulations	White	Low	Due to pressure on resources, the service plan was reviewed and projects reprioritised.

Corporate Objective 4: To Develop and Maintain a Vibrant Local Economy which Promotes Employment and Prosperity for All

Trading Standards

Ref	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Target consumer advice, information provision and enforcement to address the needs of the most vulnerable (T5.4)	Use sophisticated techniques to target areas of greatest concern to consumers and reputable businesses (CBP 69)	Create an environment in which honest businesses can prosper for the benefit of citizens	All TS advice/enforcement and information project plans to provide for delivering services to those people most in need. Monitoring shows at least 80% of plans provide for the most vulnerable.	Amber	Medium	50% of plans provide for the most vulnerable. Plans in place for 06-07 to improve on 50%

Corporate Objective 5: Ensure sound Governance of the County Council to provide accessible, responsive and well managed services

Trading Standards

Ref	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	To improve service efficiency and effectiveness (T6.2)	Review results of Anti-counterfeiting policy with Members to determine future priority given to this work	Helping Members understand our services		Red	Medium	Policy to go to members in 06-07 review to follow
2		<p>To focus on and update Health and Safety processes and ensure Risk Assessments are in place as appropriate to ensue safe activities:</p> <ul style="list-style-type: none"> - Review framework for management - Create new clear accountable structure - Complete and implement all risk assessment activity - Test Emergency Procedures and Drills (TSMT 22) 	Health and Safety (TSMT 07)	To establish priorities and begin work on an agreed number	Amber	Medium	Exercise to be completed in 06-07
3	Review key policies, helping to sustain a well-rounded service and maintain a credible presence among consumers, businesses and other stakeholders (T6.3)	Review key policies for certain activities: anti-counterfeiting, 2 nd stage advice, HA work, internet trading. Build into QS	Policy Development (TSMT 16)	Key policies reviewed	Amber	Medium	Anti-counterfeiting, HA work and internet trading underway. 2 nd stage linked to Consumer Direct launch programme

Ref	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
4	Sustaining a competent, skilled, respected and motivated workforce (T6.5)	Maintain the staff forum. Improved management response to identified issues. Management to maintain appropriate levels of communication with staff.	Improved staff satisfaction	Improved staff satisfaction	Red	High	A recovery plan has been prepared following staff survey report Also incorporated in Peer Review improvement plan
		Linking competence, training, skills, job titles, pay scales into a comprehensive matrix	Skill and Competence (TSMT 24)	Progress in line with Corporate and Directorate initiatives	Amber	Medium	LHTS Management Competencies to be incorporated in Appraisal Reviews. CPPD Scheme available to staff New qualification framework to be used Review of skills, competence & roles to be undertaken, linked to salaries & jobs Short life group set up with brief to make recommendations
5	Learning from others with the objective of improvement (T6.7)	Prepare statistics that reflect performance in key areas, and produced in a timely understandable way. Use benchmarking data that tracks trends and comparative performance and identifies the individual cost of services.			Amber	Low	This work will now take place during 2006/07

4. Performance Against Key Performance Indicators

The following key is used to assess the performance against LHTS KPI results.

Key:

Target status against Key Performance Indicators	
Green	Expected or met /exceeded target
Amber	Missed target by 10% or less
Red	Missed target by more than 10%

Trading Standards Performance Indicators 2005/06

Description	2004/05 Actual	2005/06 Forecast	2005/06 Target	2005/06 Actual	Status	Risk	Remedial Action
Inspect food premises guided by new FSA Standards:							
• High risk food premises	100%	100%	100%	100%	Green	Nil	
• Medium risk premises	30%	35%	35%	23%	Red	High	
Carry out enforcement action on underage purchasing of cigarettes	25	25	25 checks per annum	25 attempts to purchase cigarettes 4 sales made.	Green	Nil	
Carry out enforcement action on underage purchasing of alcohol	51	50	50 checks per annum	52 attempts to purchase alcohol 4 sales made.	Green	Nil	

5. Customer Results - Not Currently Available for Trading Standards Service Specific

LHTS Half Year

Satisfaction Indicator	Measure	Actual 2002/03	Actual 2003/4	Actual 2004/5	Forecast 2005/06	Target 2004/5	Target Status	Trend Status	Comment
Complaints	Actual number	225	282	315	174	N/A	N/A	Amber	
Comments	Actual number	885	743	800	558	N/A	N/A	N/A	
Compliments	Actual number	1333	1577	1903	1832	N/A	N/A	Green	
Telephone Answering	% Within 15 seconds	80.5%	90%	99%	90%	100%	Amber	Green	
Letter Answering	% Within 10 working days	-	98%	99%	99%	100%	Amber	Green	
Email Response Rate	% Within 10 days	-	95%	99%	99.5%	100%	Amber	Green	

6. Financial Results

The budget for the Service at the end of 2005/06 was £2,388,245 and the outturn was £2,299,326 resulting in an underspend of £88,919. This was due to a number of staff vacancies.

From a Performance Indicator perspective the following results have been achieved in 2005/06.

Expenditure Invoices paid within 30 days	84%
2005/06 outstanding invoiced debt greater than 42 days at 31st March 2006	30 invoices totalling £15,477. The latest update at 31st July 2006 now shows the following: 1 invoice totalling £881. N.B. The company is in receivership, Legal Services are dealing with the case.
Outstanding invoiced debt as at 31st March 2006	84 invoices totalling £81,023 The latest update at 31st July 2006 now shows the following: 1 invoice totalling £881. N.B. Details are as above.

Chapter Two – Consultation

1. Introduction

This section aims to provide the committee with an indication of what public consultation has been carried out, what priorities and areas of concern the public have raised, how this information has been used and the actions taken as a result.

2. Consultation

The table below shows the main consultations carried out, their key messages and any action that has been taken as a result.

Title & Purpose	Start Date	Methodology	Key Results	Action Taken	Corporate Objective
Survey of business customers who made a service request - To ascertain the level of satisfaction among Warwickshire businesses with access to the Service and the handling of their enquiries.	Feb 2006	Postal Questionnaire	98% of respondents indicated satisfaction with our overall level of service; 95% rated our staff as well informed; 86% found it easy to make their first contact with us; 97% confirmed that they had been treated fairly; 95% found the advice they were given easy to understand; and 100% indicated that our staff were polite and courteous at all times.	The Trading Standards Service need to raise awareness of the customer complaints procedure as required by the Enforcement Concordat. Current review of Trading Standards Organisation is considering how best to deliver Business Advice.	Reduce Crime and Improve the Safety of the Community.
Customer satisfaction with Advice Line - To ascertain the level of customer satisfaction with the Advice Line.	Feb 2006	Postal Questionnaire	80% of respondents indicated satisfaction with our overall level of service; 86% rated our staff as well informed; 88% found it easy to make their first contact with us; 89% confirmed that they had been treated fairly; 94% found the advice they were given easy to understand; and 95% indicated that our staff were polite and courteous at all times.	An action plan is being devised to improve the service and will be taken to the Trading Standards Management team. The impact of Consumer Direct on the Advice Line is being monitored.	Reduce Crime and Improve the Safety of the Community.

Chapter Three – Complaints

Performance Report 2005/2006

1. Introduction

The Service uses the corporate Complaints procedure to respond to concerns from the public about our services. Wherever possible we seek to ensure immediate, local resolution to any customer comment/complaint. If this proves difficult the more formal elements of the WCC complaints procedure are followed with complaints officers involved as necessary. The majority of issues are dealt with at the informal stage of the process.

Complaints and compliments are encouraged as a valuable means of judging satisfaction. Reports are considered by the Service Management Team quarterly to ensure adequate action is taken to deal with emerging issues. The Service knows that with the high level of contacts with the public some complaints are inevitable.

The current corporate system determines how far a complainant decides to take his or her complaint, but as yet makes no assessment of seriousness.

2. Complaints Analysis

2.1 Complaints and Compliments Analysis

The following tables show a two-year analysis.

2.1.1 Complaints

Number of Complaints	2004/2005	2005/2006
	8	11

2.1.2 Compliments

Number of Compliments	2004/2005	2005/2006
	40	28

2.1.3 Complaints Detail - April 2005 – March 2006

The following tables show the detail behind the complaint figures received during April 2005 – March 2006.

Number of complaints received	11
Number of comments received	0
Number of compliments received	28

Number of these complaints which are of a discriminatory nature	Race	0
	Disability	0
	Age	0
	Gender	0
	Religion	0
	Sexual Orientation	0

Stage the complaint went to	Informal Within 7 working days	7
	Stage 1 Within 15 working days	3
	Stage 2 Within 21 working days	0
	Stage 3 Within 30 working days	1
Number of complaints dealt with within the time scales set out in the Complaints Procedure.		0
Number of complaints substantiated/justified		4
Number of complaints referred on by Members		0
Number of complainants who asked for Members to be notified of their complaint.		0

3. **Improvements Made**

Actions made as a result of complaints within the last 6 months	Specific actions regarding customer care, conduct and reinforcement of local training and monitoring.
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GRAEME BETTS
Strategic Director of Adult Health & Community Services

Shire Hall
Warwick

8 August 2006

Appendix A

Trading Standards Service Contribution to Corporate Objectives

Corporate Objective 1: To Promote Lifelong Learning and Personal Development

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Promote informed, confident consumers (also supports Corporate Objective 5) (T1.1 / T5.1)	Delivering an Advice Service, to an agreed level of intervention, within the resources available. (TSMT 10) (CBP 78)	Enable consumers and businesses in Warwickshire to thrive in today's fast changing consumer society	<p>To formulate a policy, agreeable to Members, which sets our intervention level for dealing with consumer advice matters, recognising that we have a fixed resources and a variable demand.</p> <p>To review our relationship with the Customer Service Centre with respect to tasks; service level and potential costs.</p> <p>Increased number of contacts with the Service.</p> <p>Identifying trends and informing Enterprise Act actions.</p> <p>Prepare for the launch of Consumer Direct West Midlands in 2006.</p>	Green	Nil	
		Preparation of strategic plan for consumer education	Development of Consumer Education (TSMT 18)	<p>Develop and implement strategy.</p> <p>Monitor and review programme of events.</p>	Green	Nil	
2	Developing Confident Consumers (also supports Corporate Objective 5) (T1.2 / T5.2)	Surveys of consumers to provide data for Corporate Headline Indicator	% population confident consumers	% of population who are confident consumers 68% or more	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
3	Carry out enforcement action on underage purchasing of cigarettes and alcohol (T2.1)	Programme of test purchases with the assistance of children. Assess compliance with new Tobacco Advertising Regulations. (CBP 25)	Reduce the incidence of children taking up smoking and obtaining alcohol. Less anti-social behaviour in communities.	25 tobacco checks targeted by intelligence. Establish baseline of compliance with Tobacco Advertising Regs.	Green	Nil	
		Programme of test purchases of alcohol with the assistance of children (CBP 25)		50 alcohol checks - targeted by intelligence. Assess alternative actions to re-educate offending sellers.	Green	Nil	
		Continuing Education Campaign for licensees (CBP 25)		Deliver seminars or remedial training for alcohol or tobacco sellers	Green	Nil	
		CEnTSA Project Saf.6: Age Restricted Sales To update the Age Restricted Sales Toolkit aimed at assisting CEnTSA Trading Standards Services in contributing to local crime and disorder partnerships		Production of a best practice toolkit to improve enforcement capabilities and consistency across the CEnTSA region. Use data statistics to inform licensing authorities. Improved compliance.	Green	Nil	
4	Ensure food is accurately described and meets legal standards for composition and labelling (T2.2)	Target Home Authorities and other food manufacturers to ensure compliance and best practice	Improved health	Implement latest FSA codes of practice. Use new performance measures for reporting to FSA.	Green	Nil	
		To work with key partners to support Warwickshire Food for Health Strategy with particular emphasis on good nutrition for young people	Improved Health	Prepare and promote the Food Law Enforcement Plan	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
5	Promote healthy eating through evaluating salt and fat content of meals for vulnerable people and children (T2.3)	CEnTSA Project QS.2 - Descriptions of Meals in catering establishments. To examine menu descriptions and the nutritional content of healthy option meals and children's meals. (CBP 30)	Improved Health	15 samples to be purchased and analysed. Continue in partnership with other Local Authorities to promote healthy eating. (Results used to inform consumers).	Green	Nil	
		CEnTSA Project QS.4 - Monitoring salt levels in pre-packed foods. To participate in the LACORS/FSA long term rolling programmes to look at salt levels in pre-packed food.	Improved Health	15 samples to be purchased and analysed. Continue in partnership with other agencies e.g. LACORS and FSA, to promote healthy eating. (Results used to inform LACORS/FSA programmes).	Green	Nil	
6	Ensure farm animal health meets legal standards (T2.4)	Audit of current approach; preparation of improvement plan; and incorporation in 2006/07 Food Law Enforcement Plan	Delivering "best practice" in Agriculture Act work (TSMT 17)	Audit of current approach; Prepare and develop plan to meet FSA guidance on animal feeding stuffs enforcement	Green	Nil	
7		Continue to implement and develop the animal health and welfare enforcement framework pilot, in partnership with the Department for Environment, Food and Rural Affairs (DEFRA)	Meat and animal products going into the food chain meets minimum standards	Meet the DEFRA framework standards	Green	Nil	
8	Ensure the withdrawal of unsafe consumer products (T2.5)	Implement the mandatory product recall requirement of the amended General Product Safety Regulations, when introduced	Injury and illness are reduced	Protocols are in place within two months of the legislation being made	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
		<p>CEnTSA Project Saf.5: Electric blanket testing for local residents</p> <p>Reduced risk of death or serious injury from fires caused by dangerous electric blankets.</p> <p>Increased profile of the service.</p>		Test 500 electric blankets over 7 sessions	Green	Nil	
		<p>CEnTSA Saf.4 Fireworks Toolkit (T2.7)</p> <p>Lead - Coventry and Staffordshire</p> <p>To update the guidance produced by MidCOTS in 2004/5 and share best practice across the CEnTSA region</p>	<p>Improved safety of imported products</p>	Produce toolkit	Green	Nil	
			<p>Consistent understanding and enforcement of the legislation</p>		Green	Nil	
9	To ensure compliance with consumer credit laws and enable consumers to make informed credit choices (T2.6)	<p>Enforce and provide information on consumer credit legislation to address increasing indebtedness of citizens.</p> <p>Provide local feedback to the Office of Fair Trading OFT on applications for consumer credit licenses.</p>	Reduce financial detriment to consumers resulting from credit	<p>Provide advice to business on compliance with credit law.</p> <p>Number of Consumer Credit Licence applications vetted.</p> <p>Participate in any OFT led credit advert-monitoring project.</p>	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
		CEnTSA Project Saf.1 - Supporting Independence in Young People To develop and provide young people with an information pack to help them avoid the pitfalls of independent living		To establish number of packs distributed etc and	Green	Nil	
10	Support the Council's work to address the fear of crime through public reassurance and information provision through Libraries and Trading Standards Services by: (Also supports Corporate Objective 5) <ul style="list-style-type: none"> Focussing on improving accessibility to our services for all consumers (T1.3) 	Coordinate the work of the Consumer Support Network (CSN) and work with colleagues in libraries to reach remote communities (CBP 57)	To increase the awareness of the dangers to the community of Doorstep Crime. Use research to strengthen the position of consumers in the market place.	Empowerment of vulnerable groups by providing advice and education services focusing on preventing doorstep crime. Information to be provided in all libraries. Facilitate 12 education events. Numbers of email alerts sent. Numbers of Door Step Stickers distributed through libraries and other events.	Green	Nil	
	<ul style="list-style-type: none"> Helping consumers to help themselves and (T1.4) Providing opportunities for vulnerable groups to learn about consumer issues (T1.5) 	Further develop a programme with partners, including the CSN to encourage learning in the community, which promotes social inclusion, capacity building, enterprise and skills for the work place e.g. financial literacy. Work with the media to highlight areas of consumer concern and provide information and advice.	Use sophisticated techniques to target areas of greatest concern to consumers and reputable businesses	An increase in the number of people in these target groups who access consumer education events	Green	Nil	
				Run the "crucial crew" event maintaining current high standards and participation levels	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
		Provide support and business advice to the Young Enterprise scheme		Provide input into 10 Young Enterprise schemes	Green	Nil	
		CEnTSA Project CS.3 - Working with Theatre Groups Arrange for a local Theatre Company or drama college to produce and perform a play outlining dangers of doorstep crime to various organisations across CEnTSA region		Run the SWOOP event increasing participation and maintaining high satisfaction levels	Green	Nil	
11	Promote consumer education through the implementation of the "Talkingshop" package, [a national project developed in Warwickshire] and text messaging service for young people (T1.6)	Improve access to consumer rights for young people (CBP 9)		Operate 'Talkingshop' interactive consumer education in 8 secondary schools.	Green	Nil	
				Promote the text messaging service to encourage access to TS services by young people (16-21). Measure the uptake of the service, specifically during the Student Information Campaign Sept – Nov.	Green	Medium	

Corporate Objective 2: To Promote the Health and Social Care of our Citizens

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Carry out enforcement action on underage purchasing of cigarettes and alcohol (T2.1)	Programme of test purchases with the assistance of children. Assess compliance with new Tobacco Advertising Regulations. (CBP 25)	Reduce the incidence of children taking up smoking and obtaining alcohol. Less anti-social behaviour in communities.	25 tobacco checks targeted by intelligence. Establish baseline of compliance with Tobacco Advertising Regs.	Green	Nil	
		Programme of test purchases of alcohol with the assistance of children (CBP 25)		50 alcohol checks - targeted by intelligence. Assess alternative actions to re-educate offending sellers.	Green	Nil	
		Continuing Education Campaign for licensees (CBP 25)		Deliver seminars or remedial training for alcohol or tobacco sellers	Green	Nil	
		CEnTSA Project Saf.6: Age Restricted Sales To update the Age Restricted Sales Toolkit aimed at assisting CEnTSA Trading Standards Services in contributing to local crime and disorder partnerships		Production of a best practice toolkit to improve enforcement capabilities and consistency across the CEnTSA region. Use data statistics to inform licensing authorities. Improved compliance.	Green	Nil	
2	Ensure food is accurately described and meets legal standards for composition and labelling (T2.2)	Target Home Authorities and other food manufacturers to ensure compliance and best practice	Improved health	Implement latest FSA codes of practice. Use new performance measures for reporting to FSA.	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
		To work with key partners to support Warwickshire Food for Health Strategy with particular emphasis on good nutrition for young people	Improved Health	Prepare and promote the Food Law Enforcement Plan	Green	Nil	
3	Promote healthy eating through evaluating salt and fat content of meals for vulnerable people and children (T2.3)	<p>CEnTSA Project QS.2 - Descriptions of Meals in catering establishments.</p> <p>To examine menu descriptions and the nutritional content of healthy option meals and children's meals. (CBP 30)</p>	Improved Health	<p>15 samples to be purchased and analysed.</p> <p>Continue in partnership with other Local Authorities to promote healthy eating. (Results used to inform consumers).</p>	Green	Nil	
		<p>CEnTSA Project QS.4 - Monitoring salt levels in pre-packed foods.</p> <p>To participate in the LACORS/FSA long term rolling programmes to look at salt levels in pre-packed food.</p>	Improved Health	<p>15 samples to be purchased and analysed.</p> <p>Continue in partnership with other agencies e.g. LACORS and FSA, to promote healthy eating. (Results used to inform LACORS/FSA programmes).</p>	Green	Nil	
4	Ensure farm animal health meets legal standards (T2.4)	Audit of current approach; preparation of improvement plan; and incorporation in 2006/07 Food Law Enforcement Plan	Delivering "best practice" in Agriculture Act work (TSMT 17)	Audit of current approach; Prepare and develop plan to meet FSA guidance on animal feeding stuffs enforcement	Green	Nil	
		Continue to implement and develop the animal health and welfare enforcement framework pilot, in partnership with the Department for Environment, Food and Rural Affairs (DEFRA)	Meat and animal products going into the food chain meets minimum standards	Meet the DEFRA framework standards	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
5	Ensure the withdrawal of unsafe consumer products (T2.5)	Implement the mandatory product recall requirement of the amended General Product Safety Regulations, when introduced	Injury and illness are reduced	Protocols are in place within two months of the legislation being made	Green	Nil	
		CEnTSA Project Saf.5: Electric blanket testing for local residents Reduced risk of death or serious injury from fires caused by dangerous electric blankets. Increased profile of the service.		Test 500 electric blankets over 7 sessions	Green	Nil	
		CEnTSA Saf.4 Fireworks Toolkit (T2.7) Lead - Coventry and Staffordshire To update the guidance produced by MidCOTS in 2004/5 and share best practice across the CEnTSA region	Improved safety of imported products	Produce toolkit	Green	Nil	
			Consistent understanding and enforcement of the legislation		Green	Nil	
6	To ensure compliance with consumer credit laws and enable consumers to make informed credit choices (T2.6)	Enforce and provide information on consumer credit legislation to address increasing indebtedness of citizens. Provide local feedback to the Office of Fair Trading OFT on applications for consumer credit licenses.	Reduce financial detriment to consumers resulting from credit	Provide advice to business on compliance with credit law. Number of Consumer Credit Licence applications vetted. Participate in any OFT led credit advert-monitoring project.	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
		<p>CEnTSA Project Saf.1 - Supporting Independence in Young People</p> <p>To develop and provide young people with an information pack to help them avoid the pitfalls of independent living</p>		To establish number of packs distributed etc and	Green	Nil	

Corporate Objective 3: To Improve the Environment

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Improve the environment (T3.1)	EQUIP support to business on Environmental Management systems (based on ISO 14001 standard)	Improving business awareness and performance on environmental issues	Support 4 businesses on Environmental Management systems in partnership with other agencies	Green	Nil	

Corporate Objective 4: To Reduce Crime and Improve the Safety of the Community

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Enforce legislation to tackle doorstep sales/rogue trading and build referral mechanisms to other agencies such as Social Services (T4.1)	<p>Improve information sources and develop the IT based intelligence handling scheme.</p> <p>Address rogue trading activity using new Enterprise Act Powers and e-TSN when implemented. (CBP 58)</p>	Reduce rogue or problem business activity using Enterprise Act powers to make a real difference to business behaviour	<p>To respond to all doorstep crime reports made to TS within 2 working days.</p> <p>To build formal referral mechanism with other agencies for the purposes of information gathering and rapid response to door step crime, by March 2006.</p> <p>Reduce volume of</p>	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
				complaints generated by top ten problem traders. Number of Enterprise Act actions taken.			
2		<p>CEnTSA Project A.2 - Consumer Advice Protocol</p> <p>A protocol for handling complaints relating to bogus property repairs is being developed to ensure that the elderly and vulnerable were given the correct support and information</p>	To benefit consumers to ensure that quality advice and information is provided in a timely and consistent manner	Protocol established. Monitor use.	Green	Nil	
		<p>CEnTSA Project A.4 - Enterprise Act training and support for Civil Advisers (Lead – Warwickshire).</p> <p>To organise training on the Enterprise Act for Civil Enforcers.</p>	Confidence to use the Enterprise Act (EA) as a means of tackling persistent breaches of civil or criminal law	Training delivered. Number of delegates attending.	Green	Nil	
		<p>CEnTSA Project CS.1 - Good Trader Scheme</p> <p>To undertake a mapping exercise of the various existing Good Trader schemes within Trading Standards and other agencies e.g. Age Concern</p>		Mapping complete. Monitor use of signposting information.	Green	Nil	
2	Support the Council's focus on decreasing alcohol related crime through enforcing the ban on underage purchasing of alcohol (T4.2)	Support District and Borough Councils' licensing policy by implementing working practices to fulfil the TS role as a Responsible Authority under the Licensing Act 2003.	Access to alcohol reduced	Compliance with statutory time limits for consultation on applications for licences	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
		(See test purchasing programmes under Corporate Objective 2) (CBP 56)					
3	Support the Council's work to address the fear of crime through public reassurance and information provision through Libraries and Trading Standards Services (T4.3)	Refer to activities listed as also supporting Corporate Objective 1 (CBP 57)			Green	Nil	

Corporate Objective 5: To Develop and Maintain a Vibrant Local Economy which Promotes Employment and Prosperity for All

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Developing Confident Consumers (T5.1 / T1/1)	Refer to activities listed as also supporting Corporate Objective 1			N/A		
2	Promote informed, confident consumers (T5.2 / T1.2)	Refer to activities listed as also supporting Corporate Objective 1			N/A		
3	Promote informed, successful businesses and effectively regulate the market place by: <ul style="list-style-type: none"> Encouraging monitored self assessment, by business where prudent; and Delivering a range of business sector 	Develop business monitored, electronic self-assessment, in line with e-Government targets via e-TSN developments through EQUIP supported activities (CBP 78)	To reduce the burden on business of complying with TS legislation	Implement e-TSN by March 2006 to reduce the regulatory burden on business:	Green	Nil	
				Business 'self- assessment' tools implemented for appropriate trade sectors, based on risk assessment. (See also activities supporting Corporate Objective 6)	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
	based services that meet business aspirations (T5.3)	Develop more co-ordinated business support services in conjunction with the Chamber of Commerce/ Business Link and other partners	To reduce the burden on business of complying with TS legislation	Continue to develop the 'Business Zone' database and associated subscription services for business. Develop better access to regulatory information through the Wider Partnership Group.	Green	Nil	
3	Cont. (T5.3)	Implement plans for improved support to Home Authority businesses	Large businesses encouraged to provide their own solutions, which we monitor	Development of package of Home Authority support based on needs. Work towards achievement of LACORS "good practice" level without loss of any elements of 'better' practice (TSMT 15).	Green	Nil	
		To support business in implementing appropriate management systems through EQUIP supported activities		Number of businesses supported with QM systems	Green	Nil	
4	Target consumer advice, information provision and enforcement to address the needs of the most vulnerable (T5.4)	Carry out a programme of inspection and 'alternative enforcement activity' RISK BASED PROGRAMME: - aim - resources - sophisticated targeting - trade sector/risk based		Achieve agreed programme of inspections and 'alternative enforcement actions' to: - High risk premises - Medium Risk premises - Low risk premises	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
		<p>CEnTSA Project Met.2 - Weighbridge Inspection</p> <p>To inspect a sample of the region's weighbridges (both public and private) and to estimate the likely financial detriment resulting from inaccuracy in the equipment</p>	<p>To identify whether the current level of weighbridge testing is sufficient.</p> <p>To determine whether service contracts improve accuracy / fairness of equipment.</p>	Achieve agreed programme of inspections	Green	Nil	

Corporate Objective 6: Ensure sound Governance of the County Council to provide accessible, responsive and well managed services

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
1	Meet e-government objectives (T6.1)	E-Gov (TSMT 06): To meet Government targets regarding delivery of the Service via electronic means. Development of e-forms. Implementation of business facilities of e-TSN when available.	To support business take up and benefit from modern e-service delivery	e-Forms available. e-licensing available. Number of uses of e-forms. Confirm relevant targets.	Green	Nil	
		Implement the e-TSN project to share intelligence amongst Trading Standards Services (TSMT 11). Identification of benefits and opportunities, method of implementation, training, changing systems, costs. Use the e-TSN information to inform the service planning process.	To support business take up and benefit from modern e-service delivery	Implementation of e-TSN system All staff trained and utilising e-TSN	Green	Nil	
2	To improve service efficiency and effectiveness (T6.2)	Details of specific projects when agreed	EQUIP support to WCC, including TSS, in the development of management systems and projects		Green	Nil	
		Introduce training in Management of Information Systems	Information (TSMT 03)	Infrastructure of information management supports the business need, is understood by staff and allows compliance with Freedom of Information (Fol), Data Protection (DP)	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
3	Carry out enforcement action on underage purchasing of cigarettes and alcohol (T2.1)	Programme of test purchases with the assistance of children. Assess compliance with new Tobacco Advertising Regulations. (CBP 25)	Reduce the incidence of children taking up smoking and obtaining alcohol. Less anti-social behaviour in communities.	25 tobacco checks targeted by intelligence. Establish baseline of compliance with Tobacco Advertising Regs.	Green	Nil	
		Programme of test purchases of alcohol with the assistance of children (CBP 25)		50 alcohol checks - targeted by intelligence. Assess alternative actions to re-educate offending sellers.	Green	Nil	
		Continuing Education Campaign for licensees (CBP 25)		Deliver seminars or remedial training for alcohol or tobacco sellers	Green	Nil	
		CEnTSA Project Saf.6: Age Restricted Sales To update the Age Restricted Sales Toolkit aimed at assisting CEnTSA Trading Standards Services in contributing to local crime and disorder partnerships		Production of a best practice toolkit to improve enforcement capabilities and consistency across the CEnTSA region. Use data statistics to inform licensing authorities. Improved compliance.	Green	Nil	
4	Ensure food is accurately described and meets legal standards for composition and labelling (T2.2)	Target Home Authorities and other food manufacturers to ensure compliance and best practice	Improved health	Implement latest FSA codes of practice. Use new performance measures for reporting to FSA.	Green	Nil	
		To work with key partners to support Warwickshire Food for Health Strategy with particular emphasis on good nutrition for young people	Improved Health	Prepare and promote the Food Law Enforcement Plan	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
5	Promote healthy eating through evaluating salt and fat content of meals for vulnerable people and children (T2.3)	CEnTSA Project QS.2 - Descriptions of Meals in catering establishments. To examine menu descriptions and the nutritional content of healthy option meals and children's meals. (CBP 30)	Improved Health	15 samples to be purchased and analysed. Continue in partnership with other Local Authorities to promote healthy eating. (Results used to inform consumers).	Green	Nil	
		CEnTSA Project QS.4 - Monitoring salt levels in pre-packed foods. To participate in the LACORS/FSA long term rolling programmes to look at salt levels in pre-packed food.	Improved Health	15 samples to be purchased and analysed. Continue in partnership with other agencies e.g. LACORS and FSA, to promote healthy eating. (Results used to inform LACORS/FSA programmes).	Green	Nil	
6	Ensure farm animal health meets legal standards (T2.4)	Audit of current approach; preparation of improvement plan; and incorporation in 2006/07 Food Law Enforcement Plan	Delivering "best practice" in Agriculture Act work (TSMT 17)	Audit of current approach; Prepare and develop plan to meet FSA guidance on animal feeding stuffs enforcement	Green	Nil	
		Continue to implement and develop the animal health and welfare enforcement framework pilot, in partnership with the Department for Environment, Food and Rural Affairs (DEFRA)	Meat and animal products going into the food chain meets minimum standards	Meet the DEFRA framework standards	Green	Nil	
7	Ensure the withdrawal of unsafe consumer products (T2.5)	Implement the mandatory product recall requirement of the amended General Product Safety Regulations, when introduced	Injury and illness are reduced	Protocols are in place within two months of the legislation being made	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
		<p>CEnTSA Project Saf.5: Electric blanket testing for local residents</p> <p>Reduced risk of death or serious injury from fires caused by dangerous electric blankets.</p> <p>Increased profile of the service.</p>		Test 500 electric blankets over 7 sessions	Green	Nil	
		<p>CEnTSA Saf.4 Fireworks Toolkit (T2.7)</p> <p>Lead - Coventry and Staffordshire</p> <p>To update the guidance produced by MidCOTS in 2004/5 and share best practice across the CEnTSA region</p>	<p>Improved safety of imported products</p>	Produce toolkit	Green	Nil	
			<p>Consistent understanding and enforcement of the legislation</p>		Green	Nil	
8	To ensure compliance with consumer credit laws and enable consumers to make informed credit choices (T2.6)	<p>Enforce and provide information on consumer credit legislation to address increasing indebtedness of citizens.</p> <p>Provide local feedback to the Office of Fair Trading OFT on applications for consumer credit licenses.</p>	Reduce financial detriment to consumers resulting from credit	<p>Provide advice to business on compliance with credit law.</p> <p>Number of Consumer Credit Licence applications vetted.</p> <p>Participate in any OFT led credit advert-monitoring project.</p>	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
		<p>CEnTSA Project Saf.1 - Supporting Independence in Young People</p> <p>To develop and provide young people with an information pack to help them avoid the pitfalls of independent living</p>		To establish number of packs distributed etc and	Green	Nil	
		<p>Reacting to the local election in May to inform new members and deliver at least one project in each area involving the area committee</p>	Helping Members understand our services	Members recognise potential contribution of TS service	Green	Nil	
		<p>CEnTSA Project CS.4 - Doorstep Crime Seminar</p> <p>To Hold a Community Safety Seminar in September 2005 for Elected Members and other Senior Local Authority Officers</p>	Helping Members understand our services	No of delegates attending. Satisfaction level from evaluation forms.	Green	Nil	
9	Review key policies, helping to sustain a well-rounded service and maintain a credible presence among consumers, businesses and other stakeholders (T6.3)	<p>Maximise the benefit of our contribution to this CEnTSA (TSMT 04)</p> <p>Assess services in line with LACORS Guides to Good Practice in Trading Standards</p>	<p>Added value to the Service</p> <p>LACORS Good Practice Guide (TSMT 27)</p>	<p>Staff able to understand opportunities and secure the benefit needed</p> <p>Audit to determine Warwickshire status (EQUIP)</p>	Green	Nil	
10	Meet legal obligations of TSS (T6.4)	<p>Meet all prescribed statutory obligations.</p> <p>Smarter use of FLARE to improve recording, monitoring and reporting.</p>	Satisfy statutory obligations	No warning or improvement letters from government	Green	Nil	
11	CEnTSA Met.1 Introduction and Implementation of the Measuring Instruments	To research and provide guidance for CEnTSA authorities on the implications of the	To enable authorities to make an informed decision about how MID should be implemented	React to the guidance provided	Green	Nil	

	Key Service Objective	Key Actions	Outcomes	Milestone 2005/06	Status	Risk	Remedial Action
	Directive (T6.6) Lead – Worcestershire and Coventry	Measuring Instruments Directive	across the CEnTSA region				
12	Learning from others with the objective of improvement (T6.7)	Extend range of data from benchmarking club. Using this and information from external assessments prepare and publish an improvement plan. Implement Peer Review with partner authorities.	Continuous service improvements. Better Performance and Benchmarking Statistics (TSMT 08).	Publish an Improvement Plan Conduct Peer review audit	Green	Nil	
		CEnTSA Project A.3 - Benchmarking Trading Standards Services: To update the MidCOTS benchmarking exercise for all authorities within CEnTSA		To provide a better understanding of services across CEnTSA and highlight any harmonisations or service improvement issues during the preparation of Consumer Direct	Green	Nil	
13	Be aware of and take up other funding opportunities as they arise (TSMT 09) (T6.8)	Working with partners to identify options for bidding Suggestions: - further bid to FSA for imported food sampling?	Improved services with less dependence on "core" budget	At least 2 bids for money submitted for agreed projects	Green	Nil	
14	Promote awareness of the Service in community to "non-users" with priority being given to those most in need (T6.9)	Develop existing relationships with identified groups of non-users		Increase in access to service by previous "non-users". Identify gaps and develop services to meet those needs.	Green	Nil	