

Agenda No 4 (a)

AGENDA MANAGEMENT SHEET

Name of Committee Community Protection Overview & Scrutiny Committee

Date of Committee 6th November 2006

Report Title Six Months Progress Report on Performance 2006/07

Summary The report summarises the performance of Trading Standards for first six months of the year 2006/07.

For further information please contact: Anthea Davies
Assistant Head of Trading Standards
Tel: 01926 414063
antheadavies@warwickshire.gov.uk

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 | <input type="checkbox"/> |
| Local Member(s) | <input checked="" type="checkbox"/> Not applicable |
| Other Elected Members | <input checked="" type="checkbox"/> Councillor M Doody Councillor R Chattaway – “I am happy for the O&S to consider the report.” Councillor D Shilton |
| Cabinet Member | <input checked="" type="checkbox"/> Councillor R Hobbs – “Report noted.” |
| Chief Executive | <input type="checkbox"/> |
| Legal | <input checked="" type="checkbox"/> Alison Hallworth - approved |
| Finance | <input checked="" type="checkbox"/> Paul Walsh - approved |
| Other Chief Officers | <input type="checkbox"/> |
| District Councils | <input type="checkbox"/> |

- Health Authority
- Police
- Other Bodies/Individuals Michelle McHugh

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

**Community Safety Overview & Scrutiny Committee
6th November 2006**

Performance Report Half Year 2006/07




**Report of the Strategic 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.

Explanation of traffic lighting:

- Green Star () means high performance and significantly exceeding Targets / Milestones.
- Blue Circle () means good performance and meeting Targets / Milestones within pre-defined tolerance limits.
- Red Triangle () means declining performance and missing Targets / Milestones.

A white square () means Objectives / Priorities which have been deferred or superseded and any PI's that do not have enough historic data for Trend indication.

Trading Standards Service
PERFORMANCE REPORT FOR HALF-YEAR 2006/07

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1. EXECUTIVE SUMMARY







1 The following report summarises the performance of the Trading Standards Service for the first six months of the year 2006/07 (1st April 2006 to 30th September 2006). The performance is set out in terms of performance against key performance indicators, progress against service objectives and an analysis of the budget position.







- The Trading Standards Service is scored against BVPI 166. We are on target to maintain a score of 9 out of 10.
- Inspection of High Risk food premises is on target to achieve 100% inspections.
- Customer results for telephone calls, letters and emails are not currently monitored in a format that is easily reportable. Systems will be put in place for reporting at the end of the year.
- 94% of key service objectives are forecast to achieve their targets. Remedial action is being taken on the remaining 6 %.
- The Trading Standards Service currently forecasts achieving a balanced budget.

2. PERFORMANCE AGAINST KEY PERFORMANCE INDICATORS

This section shows performance estimated at the half-year for all of the Directorate's key performance indicators.

KEY:

| Does Performance meet the Target? | | Is Performance Improving? | |
|---|--|---|---|
|  | Missed target by more than 5% |  | Performance declining |
|  | Performance between 2% over target and 5% less than target |  | Performance level or fluctuating |
|  | Exceeded target by more than 2% |  | Performance continually improving over last 3 years |

| Reference (e.g. CHI, Statutory) | Indicator | Aim of indicator | Actual 2004/5 | Actual 2005/6 | Target 2006/7 | Current Year End Estimate 2006/7 | On Target? | Forecast Performance Improving? |
|---------------------------------------|---|--|------------------|-------------------|------------------|--|---|---|
| Service Performance Results – | | | | | | | | |
| BVPI | BVPI 166 | Score against a checklist of enforcement best practice for environmental health/trading standards. | 7 | 9 | 9 | 9 |  |  |
| Food Standards Agency | Inspect food premises guided by FSA Standards: High Risk Food Premises | | | 100% | 100% | 100% |  |  |
| | Medium Risk Food Premises | | | 23% of 35% Target | 15% | 15% |  |  |


COMPREHENSIVE PERFORMANCE ASSESSMENT – TRADING STANDARDS SERVICE

April 2006

| Service Ref | Title of PI | At or Below Lower Threshold | Between the Thresholds | At or above Upper Threshold |
|-------------|---|--|------------------------|---|
| E30 | Consumer Satisfaction with Trading Standards Service | Threshold = 50% | | Threshold = 75% WCC TSS Actual 81.8% |
| E31 | Business Satisfaction with Trading Standards Service | Threshold = 50% | | 75% TSS Actual 91.4% |
| E32 | Trading Standards visits to high risk premises | Threshold = 50% | WCC TSS Actual 81.3% | Threshold = 100% premises visited |
| E33 | Trading Standards levels of business compliance, high, medium and low risk premises | Threshold = 50% of visited premises found compliant in any one risk category | | Threshold = 95% of visited business found compliant in all risk categories WCC TSS Actual High 100% Med 97.9% Low 99.7% |

Projected April 2007

| Service Ref | Title of PI | At or Below Lower Threshold | Between the Thresholds | At or above Upper Threshold |
|-------------|---|--|------------------------|--|
| E30 | Consumer Satisfaction with Trading Standards Service | 50% | | Threshold = 75% WCC TS Survey due Quarter 3 |
| E31 | Business Satisfaction with Trading Standards Service | 50% | | Threshold = 75% WCCTS Survey due Quarter 3 |
| E32 | Trading Standards visits to high risk premises | 50% premises visited | | Threshold = 100% premises visited WCC TSS projected = 100% |
| E33 | Trading Standards levels of business compliance, high, medium and low risk premises | 50% of visited premises found compliant in any one risk category | | Threshold = 95% of visited business found compliant in all risk categories WCC TSS figure cannot be projected |

| Reference (e.g. CHI, Statutory) | Indicator | Aim of indicator | Actual 2004/5 | Actual 2005/6 | Target 2006/7 | Current Year End Estimate 2006/7 | On Target? | Forecast Performance Improving? |
|---------------------------------------|---|---|------------------|------------------|------------------|--|---|---------------------------------------|
| Customer Results - | | | | | | | | |
| National Performance Framework | Consumer Satisfaction Survey | Satisfaction with Consumer Advice | 80% | 80% | 95% | 80% | * | |
| National Performance Framework | Business Satisfaction Survey | Satisfaction with Business Advice | 100% | 98% | 95% | 98% | * | |
| | Response times on letter, phones and e- mails <u>not currently available.</u> | | | | | |  | |

* Unable to predict whether satisfaction is on target. The new Consumer Direct West Midlands may impact upon our results.

3. “RED” KEY PERFORMANCE INDICATORS ANALYSIS

This section contains all Key Performance indicators from the previous section which are shown as having “red” performance status against targets, or improvement trend. These indicators are estimated to miss the March 2007 target, or for performance to show a declining trend.

KEY









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

| Reference (e.g. CHI, Statutory) | Indicator | On Target? | Forecast performance improving? | Risk to delivery of Corporate Priorities | Remedial Action |
|---------------------------------------|---|---------------|---------------------------------------|--|--|
| | Response times on letter, phones and e-mails not currently available. | ▲ | | Low | Systems to be in place for year end reporting. |

4. PROGRESS AGAINST DIRECTORATE OBJECTIVES

This section shows forecast performance at the half-year for the Directorate's key objectives, as set out in the Directorate's service/business plan

KEY

| Does Performance meet the Target? | | Will we meet the Milestone? | |
|---|--|---|--|
|  | Missed target by more than 5% |  | Not achieved or delayed by more than 2 months from the target date |
|  | Performance between 2% over target and 5% less than target |  | Met or delayed by less than 2 months from the target date |
|  | Exceeded target by more than 2% |  | Met ahead of the target |
|  | |  | Deferred or superseded |





The following objectives are integral parts of the Corporate Business Plan, the Adult Health & Community Services Directorate Plan and high priority objectives of the Trading Standards Service Plan. The Reference column denotes which plan the objectives are taken from.




The objectives are split into 5 sections:





1. Common Objectives from the Corporate Business Plan, the Directorate Service Plan & the Trading Standards Service Plan
2. Objectives found in the Directorate Service Plan
3. Objectives found in both the Directorate Service Plan & Trading Standards Service Plan
4. Objectives from the Directorate Service Plan, which are supported by a number of objectives from the Trading Standards Service Plan.
5. High priority objectives from the Trading Standards Service Plan.








| Reference | Directorate Objective | Target or Milestone | On Target? |
|---|---|--|---|
| SECTION 1 | | | |
| Corporate Business Plan Directorate Service Plan Trading Standards Service Plan 81 & 123 | Meet the Comprehensive Performance Assessment standard for visits to high risk premises | <p>Agree & implement programme of risk based inspections & other interventions, in line with Retail Pilot Project (REP) principles & freedoms, covering food premises:</p> <p>100% of high risk food premises, 15% of medium risk food premises, including REP targets 50% of 'blank' risk premises 100% of revisits where required - new business interventions</p> <p>Agree & implement programme of risk based inspections & other interventions, in line with Retail Pilot Project (REP) principles & freedoms, covering non-food premises:</p> <p>100% of high risk non-food premises, 'Priority' medium risk non-food premises, including: - REP targets - 'blank' risk premises - petroleum storage - firework storage - Average Quantity packers - other metrology premises - 100% of revisits where required - new business interventions</p> | <p style="text-align: center;">●</p> <p style="text-align: center;">●</p> |

| Reference | Directorate Objective | Target or Milestone | On Target? |
|--|---|--|------------|
| SECTION 2 | | | |
| Directorate Service Plan | Deliver a programme of Food Sampling | Deliver all projects included in Service Plan. Achieve targets set | ● |
| Directorate Service Plan | Deliver a programme of Non Food Sampling | Deliver all projects included in Service Plan. Achieve targets set | ● |
| Directorate Service Plan | Enforce legislation relating to Animal Welfare on the farm, in transport and at market | Meeting agreed framework | ● |
| Directorate Service Plan | Develop the healthier communities and older people local area agreement block | Develop existing role of partnership working with e.g. Neighbourhood Watch, Benn Project & CSN | ● |
| Directorate Service Plan | Improved access to Trading Standards Services for business & consumers Further development & roll out of Talkingshop internet based consumer education package | Consumer education delivered directly into the classroom with 10 secondary schools participating | ▲ |
| SECTION 3 | | | |
| Directorate Service Plan Trading Standards Service Plan 4 | Consultation with consumers to establish levels of satisfaction with the TS Service and their confidence as consumers as required by the National Performance Framework | Consumer Satisfaction with TSS 95% | ● |
| Directorate Service Plan Trading Standards Service Plan 6 | Consultation with businesses to establish levels of satisfaction with the TS Service as required by the National Performance Framework | Business Satisfaction with TSS 95% | ● |
| Directorate Service Plan Trading Standards Service Plan 31 | Publish a Peer Review Improvement Plan | Ongoing progress against the Improvement Plan actions/Areas for Improvement | ● |




| Reference | Directorate Objective | Target or Milestone | On Target? |
|--|--|--|---|
| Directorate Service Plan Trading Standards Service Plan 38 | Cyril the Seal Healthy Eating Programme developed & extended to include adults. Deliver a healthy eating message to adults with mental health and learning disabilities | Identify a suitable format for delivering the healthy eating message. Implement, measure and review as appropriate. |  |
| Directorate Service Plan Trading Standards Service Plan 60 | Address rogue trading and persistent offender activity | Raised awareness of doorstep crime amongst the following organisations: <ul style="list-style-type: none"> • Agencies having contact with vulnerable groups, such as the elderly/housebound • Staff in banks & building societies • Police call handling staff Referral mechanisms in place with agencies having contact with vulnerable groups, such as the elderly/housebound |  |
| Directorate Service Plan Trading Standards Service Plan 63 | Deliver a Consumer Advice & Information Service | Evaluate number of complaints received by TSS requesting information only |  |
| Directorate Service Plan Trading Standards Service Plan 64 | Work with Consumer Direct West Midlands (CDWM) in 2007 to provide first line consumer advice | Number of calls received by CDWM Number of referrals to TSS |  |

| Reference | Directorate Objective | Target or Milestone | On Target? |
|-----------------------------------|---|---|---|
| SECTION 4 | | | |
| Directorate Service Plan | Informed, confident consumers who are less likely to fall victim to unscrupulous traders and can assert their consumer rights | Deliver a programme of Consumer Education | See supporting objectives below |
| Trading Standards Service Plan 3 | Manage and host the interactive consumer education platform - "Talkingshop" | Manage project within budget to a high level of satisfaction with participating schools and local authorities. Project to be sustainable to March 2008 |  |
| Trading Standards Service Plan 34 | Work with the media to highlight areas of consumer concern and provide information and advice Deliver 5 Press & Publicity campaigns for example: • National Consumer Week • Electric Blanket Testing | Measurement and review by: • Number of press releases & articles published covering campaigns • Analysis of consumer surveys |  |
| Trading Standards Service Plan 2 | Work with North Warwickshire Citizens Advice Bureau to develop & deliver an interactive education tool on the theme of financial literacy | Pilot scheme to groups of young people Target: to satisfy the project objective to secure Financial Services Authority funding |  |

| Reference | Directorate Objective | Target or Milestone | On Target? |
|-----------------------------------|--|---|---|
| Directorate Service Plan | Fair & Safe Trading Environment | Deliver information and advice services to local businesses | See supporting objectives below |
| Trading Standards Service Plan 9 | Review the way in which business advice and support is provided by the Trading Standard Service | Review carried out and implemented by Jan 2007. High levels of satisfaction of business customers. |  |
| Trading Standards Service Plan 12 | Deliver information and advice services to local businesses | Number of Service Requests dealt with: -Total Requests -Numbers from HA business -Numbers from other business Measure customer satisfaction 2 seminars/remedial training for alcohol &/or tobacco retailers 1 other advice event on topical law/specific trade sector |  |
| Trading Standards Service Plan 13 | Implement plans for improved support to Home Authority businesses Maintain regular contact with Home Authority businesses to advise relevant developments e.g. new legislation for their business | Measurement and review by: <ul style="list-style-type: none"> Number of Home Authority Agreements in place Analysis of feedback from businesses |  |
| Trading Standards Service Plan 20 | Develop business monitored, electronic self assessment in line with e-Government targets via e-TSN developments through EQUIP Activities | Measurement & review by: <ul style="list-style-type: none"> E-checklists/forms available Range of business sectors included |  |

| Reference | Directorate Objective | Target or Milestone | On Target? |
|-----------------------------------|--|--|---|
| Trading Standards Service Plan 27 | Implement latest Food Standards Agency codes of practice relating to Food and Animal Feeding Stuff Enforcement | Amendments to QA process in place |  |
| Trading Standards Service Plan 28 | Address Food Alerts issued by Food Standards Agency as appropriate. | Number of warnings received Number of responses required & made |  |
| SECTION 5 | | | |
| Trading Standards Service Plan 30 | Use sophisticated techniques to target areas of greatest concern to consumers and reputable businesses | Monitoring shows at least 80% of plans provide for the most vulnerable |  |
| Trading Standards Service Plan 57 | Take action to tackle rogue traders dealing in home appliance repairs, home maintenance and home improvements through 'House of Horrors' project | Successful completion of 'House of Horrors' project Number of traders vetted Number of enforcement actions taken |  |
| Trading Standards Service Plan 5 | To identify areas of consumer detriment and produce a report, based on evidence containing recommendations | One report produced Recommendations implemented that have a positive impact on local consumers |  |
| Trading Standards Service Plan 54 | Provide local feedback to the Office of Fair Trading OFT on Consumer Credit Licence applications | Number of licence applications vetted |  |
| Trading Standards Service Plan 56 | Develop the IT based intelligence handling scheme | Trial of access database concluded Intelligence cleaned, graded & transferred into Access (if applicable) Number of CEnTSA notifications sent/received |  |

| Reference | Directorate Objective | Target or Milestone | On Target? |
|---------------------------------------|--|--|------------|
| Trading Standards Service Plan 69 | Reduce volume of complaints generated by the most complained about traders CEntSA Advice project | <ul style="list-style-type: none"> • Increased confidence of staff in accessing and using information collated by other bodies • Increased awareness of LACORS protocol which will lead to consistency of approach across the region For those traders we have worked with: <ul style="list-style-type: none"> • Fewer Complaints • Less time spent on dealing with complaints Better informed traders | ● |
| Trading Standards Service Plan 70 | Deliver Discretionary metrology services to business | Number of Service Request for Discretionary Calibration services Retain UKAS Accreditation for Meter & Calibration Laboratories Income target achieved Business Case established Corporate bid submitted | ● |
| Trading Standards Service Plan 120 | Carry out 100 interventions (including test purchases) with assistance from young people (including AMEC 5 - subject to funding) (Underage Sales – alcohol, cigs) | Number of test purchases Number of sales Number of cautions/fixed penalties/prosecution Number of other interventions carried out | ● |

| Reference | Directorate Objective | Target or Milestone | On Target? |
|------------------------------------|--|---|---|
| Trading Standards Service Plan 125 | Deliver Statutory metrology services to business | Number of Service Requests for Statutory Verification services Number of Requests for Weighbridge use Income target achieved |  |
| Trading Standards Service Plan 15 | To work with the key partners to support Warwickshire Food for Health Strategy including promoting healthy eating through the evaluation of salt & fat content of meals, for vulnerable people & children. | Deliver activities as agreed in Food for Health Group Action Plan including: Education & advice to chefs/cooks in schools re: new standards for school meals |  |
| Trading Standards Service Plan 42 | Research, plan & deliver contribution to 'healthier communities' agenda to be made by Trading Standards under new Adult, Health & Community Services Directorate | Develop three programmes of work that support the Healthier Communities agenda |  |

5. “RED” OBJECTIVES ANALYSIS

This section contains all objectives from the previous section shown as ‘red’ or deferred or suspended.

| Ref | Directorate Objective | Target or Milestone | On target? | Risk to delivery of Corporate Priorities | Remedial Action |
|-----------------------------------|--|--|------------|--|---|
| Directorate Service Plan | Improved access to TS Services for business & consumers Further development & roll out of Talkingshop internet based consumer education package | Consumer education delivered directly into the classroom with 10 secondary schools participating | ▲ | Nil | All secondary schools not already registered with Talkingshop will be written to again. Develop other ways to promote the Talkingshop package |
| Trading Standards Service Plan 13 | Implement plans for improved support to Home Authority businesses Maintain regular contact with Home Authority businesses to advise relevant developments e.g. new legislation for their business | Measurement and review by: <ul style="list-style-type: none"> Number of HA Agreements in place Analysis of feedback from businesses | ▲ | Nil | Approach 3 businesses with draft agreements for signing. Step up activity with a view to establishing agreements with a number of HA businesses before the end of the year. Monitor progress and feedback from businesses. |

6. ANALYSIS OF BUDGET POSITION

| Description | Revised Budget £'000 | Projected Overspend (Underspend) | Reason | Management Action | Projected Overspend (Underspend) after Management Action £'000 | Service Consequences |
|-------------------|-------------------------|----------------------------------|--------|-------------------|---|----------------------|
| Trading Standards | 2,569 | (1) | | | 0 | |
| Total | 2,569 | (1) | | | 0 | |

No entry in 'Reason' or 'Management Action' columns as the forecast variance is less than £10,000.

GRAEME BETTS

Strategic Director of Adult Health & Community Services

Shire Hall
Warwick

11 October 2006