

- Health Authority
- Police
- Other Bodies/Individuals Michelle McHugh, Scrutiny Officer
Jane Pollard, Overview and Scrutiny Manager

FINAL DECISION YES

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 Protection Overview and Scrutiny Committee –
17th June 2008**

Trading Standards Full Year Performance Report 2007/08

**Report of the Strategic Director of Adult, Health and
Community Services**

Recommendations

The Community Protection Overview and Scrutiny Committee are asked to:

- a) Consider and comment on the performance of the Trading Standards Service for 2007/08.
- b) Request any additional information required.

1. Introduction

- 1.1 The following report summarises the performance of the Trading Standards Service for the year 2007/08.
- 1.2 As a starting point, this report includes all Trading Standards indicators, which are part of the Adult, Health and Community Services Directorate Report Card. These measures have been agreed by the Directorate Management Team in consultation with Portfolio Holders and Members
- 1.3 Reflecting the focus of the Community Protection O&S Committee this report also provides Members with more detailed information relating to the Trading Standards Service, under the following headings:
 - o National performance measures;
 - o High priority milestone objectives
 - o Service specific performance criteria.

2. Executive Summary

2.1 The report shows that: -

- The Trading Standards measures for CPA are significant for WCC in that they are all indicators within the Environment block of CPA and have a direct bearing on the CPA score. The environment block is currently rated at level 4 (as high as it can be) and Trading Standards Service contributed upper threshold results last year in all 5 (17% of the total number of indicators for the block) and will again be upper threshold for 2007/08.
- The Trading Standards Service has met 100% of all high priority targeted performance for 2007-2008.
- The national animal disease outbreaks of Foot and Mouth and Bluetongue during the first half of the year had a significant impact on the Trading Standards Service. The service has been flexible, has reprioritised work and delivered an enforcement and advisory service within Warwickshire against a frequently changing legislative landscape. Whilst the threat of these diseases remained in the second half of the year and restrictions continue into 2008/09, the Animal Health team continued to undertake their day to day duties and met 5 of the 6 of DEFRA framework high priority targets for the year.
- During 2007/08 the new Trading Standards Career Development Framework has begun to be developed in order to:
 - Embrace the new National Qualifications Framework for Trading Standards
 - Remove the anomalies of grading issues for staff
 - Provide clear 'career pathways' for officers
 - Encourage and develop a mixture of knowledge and competency for officers also linked to core competencies.
 - Increase over all skill-base of staff, increasing the flexibility of individuals to deal with variety
- The outcome will be a service capable of relevant high quality outcomes by fewer people. A significant amount of research and development has been undertaken during the year in order for a pilot to be undertaken in the Non-Food team from April 2008.
- It is planned that future work is done in conjunction with partners in other service areas of AHCS, including the 'HR Change' and 'Workforce Development' teams; and some other WCC service areas; and will be in the vanguard of corporate competency based systems.
- During 2007/08 the Trading Standards Service has successfully led on initiatives to develop and build relationships with the rest of Adult Health and Community Services. For example officers have worked closely to develop a Home Security and Safety Pack for vulnerable adults, of which 5000 have been distributed by trading Standards staff, the Police and Adult Health staff. A further

7000 packs have been ordered for 2008/09. Feedback on the pack has been excellent and is being heralded as an example of best practice.

3. Headline Measures for the Trading Standards Service (as reported in the AHCS Report Card)

Performance Results									
Indicators			2006/07	2007/08			PwC County Council Benchmark Year End 2006/07		
			Trend Data	Current Performance					
Ref	Description	Aim and Frequency	Actual	Year End Actual ¹ (A)	End of Year Target ² (B)	Year End Actual against end of year target ³ (A) v (B)	2006/07 Ranking ⁵	County Council Best Quartile ⁶ (D)	Qtr 2 YE Forecast against County Council Top Quartile ⁷ (B) v (D)
BV166 E21	Score against a checklist of enforcement best practice for trading standards.	High/ Annual	100%	100%	100%		Not part of the PwC Benchmarking data		
E33	Business brought back in to compliance	High/ Annual	99.2%	*	100%				
E32	Inspection of business premises with a high risk rating	High/ Quarterly	100%	100%	100%				

*Available July 08

Key

Target Symbols		Benchmarking Symbols			
	Year end actual to exceed target		Year end actual above 2007/08 best quartile	1	Year End Actual for 2007/08 (A) (based on period April – March 08) NB . In all cases this will be an actual figure.
	Year end actual to meet target		Year end actual meets 2007/08 best quartile	2	End of year target for 2007/08 as set by respective Directorates (B)
	Year end actual to miss target (See remedial action section)		Year end actual below 2007/08 best quartile (See remedial action section)	3	Alert - Year end actual (A) compared to end of year target for 2007/08 (B)
				5	WCC's 2007/08 position against the total number of comparator county councils
				6	The County Council best quartile for 2007/08 as taken from the PwC Benchmarking Tool. Where the aim is high, this is the 75 th percentile Where the aim is low, this is the 25 th percentile
				7	Alert - Year End actual (A) compared against the County Council best quartile (25 th or 75 th percentile) for 2007/08 as taken from the PwC Benchmarking Tool (C)

Customer Results

Indicators			2006/07	2007/08			PwC County Council Benchmark Year End 2006/07		
			Trend Data	Current Performance					
Ref	Description	Aim and Frequency	Actual	Year End Actual ¹ (A)	End of Year Target ² (B)	Year End Actual against end of year target ³ (A) v (B)	2006/07 Ranking ⁵	County Council Best Quartile ⁶ (D)	Qtr 2 YE Forecast against County Council Top Quartile ⁷ (B) v (D)
E30	Consumer Satisfaction	High/Annual	81.1%	83.9%	75%	★	Not part of the PwC Benchmarking data		
E31	Business Satisfaction	High/Annual	94%	88.2%	75%	★			

*Collected in Q4.

Key

Target Symbols

★	Year end actual to exceed target
●	Year end actual to meet target
▲	Year end actual to miss target (See remedial action section)

Benchmarking Symbols

★	Year end actual above 2007/08 best quartile
●	Year end actual meets 2007/08 best quartile
▲	Year end actual below 2007/08 best quartile (See remedial action section)

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3	Alert - Year end actual (A) compared to end of year target for 2007/08 (B)		
		7	Alert - Year End actual (A) compared against the County Council best quartile (25 th or 75 th percentile) for 2007/08 as taken from the PwC Benchmarking Tool (C)

4. National Performance Measures

The Trading Standards Service is subject to a number of national performance measures for a number of government agencies as detailed below.

4.1 Food Standards Agency (FSA)

Inspections of premises: -

Risk	Number of businesses	Number inspected	Total
High	41	41	41
Medium	1141	715	715
Low	335	32	32
Unrated	711	424	424

Food inspections are prioritised according to risk rating. High risk businesses are scheduled to be inspected once per year. Most of our high risk inspections are programmed for the second half of the year and at the moment we are confident that this target will be met.

Another priority is to minimise the number of unrated businesses to ensure they inspected at the appropriate frequency. As part of our strategy for doing this we have been sending out postal questionnaires to such businesses as detailed below:

Phase 1 - Food Business Checklists sent to unrated businesses
150 sent out (sent out 25 June 2007)

Phase 2 - Food business Checklists sent to unrated businesses
413 (sent out on 28 September 2007)

Phase 3 – Food business Checklists sent to unrated businesses
175 (sent out on 12 February 2008)

Total Checklists Sent Out - 735

Total Returns - 506

Response Rate – 69%

4.2 Department of Business Enterprise and Regulatory Reform (BERR) formerly DTI

Statistics relating to the submission of these regulatory statistics are collated at the year end only due to the complexity of some of the indicators. 2007/08 figures are not available until the end of June 2008. However there is a high confidence that performance is good in all key areas. 2007/08 is the final year for collection of the National Performance Framework 2008/09 sees the introduction of a new set of indicators.

4.3 Consumer Direct West Midlands

Since February 2006 front line consumer advice over the telephone has been supplied to the consumers of Warwickshire by the regional call centre: Consumer Direct West Midlands.

In the period 1st April 2007 to 31st March 2008, a total of 10,670 complaints were received by CDWM from Warwickshire consumers and were given first stage telephone advice. (This compares with 10,448 for the previous 12 months). Of these 1508, (14%) were forwarded to Trading Standards for investigation and/or more detailed advice. In addition Trading Standards received 1509 consumer complaints directly by personal visit, letters, email and other means.

4.4 Department of Environment Farming and Rural Affairs (DEFRA)

The Progress report presented to committee in November outlined the unusual nature of the first half of the year for Animal Health in relation to the Foot & Mouth and Bluetongue outbreaks. The second half of the year was slightly less turbulent and the Animal Health Team were able to refocus some of their energies on their day to day and DEFRA framework activities, see table below (DEFRA Framework HIGH priority). Restrictions were still in place during the second half of the year and officers remained vigilant to this providing advice and guidance as required.

Officers continued to keep farmers and other stakeholders up to date with the disease issues and continued to work in partnership with the National Farmers Union, neighbouring Local Authorities as well as our own corporate communications and emergency planning teams to get the appropriate messages out in order to minimise the risk of the spread of disease.

Through various enforcement measures and a strong presence where appropriate, allied to a coordinated media campaign the Trading Standards Service has ensured as far as practicable that compliance has been achieved. We have valued the responsible attitude and behaviour of farmers in this very difficult situation.

DEFRA Framework

Objective	How	Output	Status
<p>'DEFRA Framework': Continue to implement and develop the animal health and welfare 'Framework Agreement', in partnership with the Department for Environment, Food and Rural Affairs (DEFRA)</p> <p>(High Priority Activities)</p>	<p>Surveillance at livestock markets (Rugby, Stratford & Henley): 3 markets - weekly est. 9 occasional markets 100% event attended for 90% of duration</p>	<p>Market surveillance: 100% Complete</p>	<p>ACTIVITY COMPLETED</p>
	<p>Inspections or other interventions at livestock premises. Priority to visits to: - 14 'High' Risk premises - 400 'Blank' risk farms</p>	<p>Inspections at 14 High Risk premises complete Inspections at 56 'Blank' risk farms</p>	<p>ACTIVITY COMPLETED</p>
	<p>Address Complaints & Service Requests as received, Animal Welfare Complaints Service Requests. (est.: 100)</p>	<p>Total 189 (includes Animal Disease Outbreak queries but only those recorded on database)</p>	<p>ACTIVITY COMPLETED</p>
	<p>Animal Licensing & Enforcement data</p> <p>AMLS system: Est.: 15,000</p> <p>AMES system Est.: 1500</p> <p>Animal Licensing Service Requests: Est.: 100</p>	<p>Not available due to AMLS2 performance (AMLS not able to produce report either because of funding issues with IBM)</p>	<p>ACTIVITY NOT ON TARGET</p>
		<p>Total - 1805</p>	<p>ACTIVITY COMPLETED</p>
	<p>Total - 335 (Includes Animal Disease Outbreak queries recorded on APP)</p>	<p>ACTIVITY COMPLETED</p>	

5. High Priority Milestone Objectives

The table below shows the “Top 20” Trading Standards projects and initiatives for 07-08. This activity demonstrates the hugely complex and varied workload undertaken by this service. Good progress is being made in all these HIGH PRIORITY activities, there are many more projects and activities undertaken that are not recorded here but on which full information is available on request.

KEY: STATUS COLUMN

1. ACTIVITY COMPLETED	2. ACTIVITY ON TARGET	3. ACTIVITY NOT ON TARGET	4. CONCERN OVER ACTIVITY
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Objective	How	Output	Status
1. Animal disease response following outbreaks of FMD and Bluetongue	See DEFRA section (above)	<ul style="list-style-type: none"> ▪ Multiple mail shots to farmers in the county with information ▪ Response to hundreds of requests for info from farmers about movements/restrictions to office based staff ▪ Significant verbal responses to farmers whilst out and about. ▪ Press releases and radio interviews. Website updates WCC and BBC ▪ Multiple enforcement actions during period of crisis. ▪ Animal Disease Contingency plans reviewed & tested 	1
2. Consumer and worker protection re: explosives and fireworks	<ul style="list-style-type: none"> ▪ Inspection of explosives stores, including but not limited to firework retailers. ▪ Administer registration and licensing scheme for the same. ▪ Run safety campaign about firework safety 	<ul style="list-style-type: none"> ▪ Completed interventions on 100% of registered fireworks storage premises. ▪ Approximately 140 retailers and 7 major firework storage facilities liable to intervention. ▪ Firework poster competition in primary schools across the county. ▪ 29 schools participated with entries from 1048 children. 	1

Objective	How	Output	Status																
3. Protection from the personal and community effects of underage drinking	<ul style="list-style-type: none"> Respond to joint intelligence on alcohol related incidents. Identify priority targets & areas based on shared intelligence. Work with Crime & Disorder Reduction Board, Police and District councils Develop use of Fixed Penalty notices or other alternatives Includes advice to business and media campaign 	<ul style="list-style-type: none"> <u>TUSAC</u> 110 test purchases; 23 sales <p>Follow up to TUSAC (Rugby):</p> <ul style="list-style-type: none"> 28 test purchases from 13 premises; 2 sales <table border="1"> <thead> <tr> <th>Operation</th> <th>No. Test Purchases</th> <th>No. of Premises</th> <th>No. of Sales</th> </tr> </thead> <tbody> <tr> <td>Clydesbank</td> <td>36</td> <td>13</td> <td>6</td> </tr> <tr> <td>Stockholm</td> <td>30</td> <td>30</td> <td>4</td> </tr> <tr> <td>Ontario</td> <td>39</td> <td>39</td> <td>7</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Total 34 fixed penalty notices issued 19 Licences Reviewed 1 Licence Revoked 	Operation	No. Test Purchases	No. of Premises	No. of Sales	Clydesbank	36	13	6	Stockholm	30	30	4	Ontario	39	39	7	1
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4. Protection from potentially harmful food	Respond to alerts categorised by Food Standards Agency, use of publicity, enforcement and advice to business	<ul style="list-style-type: none"> 2 alerts received requiring action 45 alerts received for information 	1																
5. Work with schools to raise nutritional value meals	Working with county caterers and individual schools on menu sampling, looking to extend this work in to preschools and nursery care.	<ul style="list-style-type: none"> A sampling program was undertaken investigating ingredients 1 sample was unsatisfactory, Informal Letter of Caution sent 	1																
6. Work with care homes to raise nutritional value of meals	<ul style="list-style-type: none"> Working with managers of homes and suppliers to raise awareness of nutritional issues. Supporting AHCS colleagues to develop an action plan to raise profile of nutrition in homes and share best practice. 	<ul style="list-style-type: none"> 10 samples taken from W.C.C. homes, all satisfactory 	1																
7. Ensure an up to date Consumer advice/news and self help section present on the WCC website	<p>Developed, informative web pages:</p> <ul style="list-style-type: none"> Consumer advice Doorstep selling Scams Community information Consumer guides 	<table border="1"> <thead> <tr> <th colspan="2">Web Hits (approx per month)</th> </tr> </thead> <tbody> <tr> <td>Consumer Advice</td> <td>3281</td> </tr> <tr> <td>Doorstep Selling</td> <td>930</td> </tr> <tr> <td>Scams</td> <td>2088</td> </tr> <tr> <td>Consumer Guides</td> <td>1079</td> </tr> </tbody> </table>	Web Hits (approx per month)		Consumer Advice	3281	Doorstep Selling	930	Scams	2088	Consumer Guides	1079	1						
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Objective	How	Output	Status																														
8. Electric blanket testing for local residents, removal of unsafe domestic appliances from the home	<p>This year, in partnership with Carers, meals on wheels and others who have daily contact with elderly people who find it difficult to get out and about, we were able to offer a collection service for those people who would have struggled to get their electric blanket to a test centre.</p> <p>By doing so, we have been able to remove more dangerous electric blankets from circulation than we would have previously hoped to do.</p>	<ul style="list-style-type: none"> 513 electric blankets were tested, an increase of 145 blankets on 2006. 372 passed and 141 failed. In total we identified and destroyed 141 dangerous electric blankets. Failed blankets were destroyed and their owners offered discount vouchers towards the cost of a new electric blanket. Increased uptake by organising collections from sheltered housing etc. 	1																														
9. "Tradeline" – provides access to reputable traders reducing the chances of vulnerable people being caught out by rogue traders	Scheme is managed and traders vetted by Trading Standards	<ul style="list-style-type: none"> SLA now signed and Tradeline operating across the county. New promotional cards produced to reflect this. Soft launch as still recruiting more traders. 	1																														
10. Provide "life skills" education within secondary education supporting the national curriculum and helping young people understand rights and responsibilities in relation to personal finance, contracts, food and nutrition and community safety, helping our young people become better informed consumers	Manage and host the interactive consumer education platform - "talkingshop".	<p>"talkingshop" operating in 50% of Warwickshire schools.</p> <table border="1"> <thead> <tr> <th>Area/School</th> <th>No. Sessions</th> </tr> </thead> <tbody> <tr> <td>North Warwickshire</td> <td></td> </tr> <tr> <td>Coleshill School</td> <td>2</td> </tr> <tr> <td>Queen Elizabeth School</td> <td>4</td> </tr> <tr> <td>Rugby</td> <td></td> </tr> <tr> <td>Lawrence Sheriff School</td> <td>11</td> </tr> <tr> <td>Rugby High School</td> <td>11</td> </tr> <tr> <td>Warwick</td> <td></td> </tr> <tr> <td>Warwickshire College</td> <td>5</td> </tr> <tr> <td>South Warwickshire</td> <td></td> </tr> <tr> <td>Shipston High School</td> <td>2</td> </tr> <tr> <td>King Edwards School</td> <td>3</td> </tr> <tr> <td>Nuneaton & Bedworth</td> <td></td> </tr> <tr> <td>Alderman Smith School</td> <td>9</td> </tr> <tr> <td>TOTAL SESSIONS</td> <td>47</td> </tr> </tbody> </table>	Area/School	No. Sessions	North Warwickshire		Coleshill School	2	Queen Elizabeth School	4	Rugby		Lawrence Sheriff School	11	Rugby High School	11	Warwick		Warwickshire College	5	South Warwickshire		Shipston High School	2	King Edwards School	3	Nuneaton & Bedworth		Alderman Smith School	9	TOTAL SESSIONS	47	1
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Objective	How	Output	Status
11. Investigate pricing claims made within the holiday industry	Investigation into the transparency and accuracy of pricing claims made on window cards in retail outlets and on travel websites.	<ul style="list-style-type: none"> ▪ Multiple checks carried out, national coverage of this work, allied with consumer education message going out about shopping around for flights. ▪ Level of compliance at retail premises very good. However internet websites gave significant cause for concern, with numerous charges being made for credit cards, baggage, meals, allocated seating etc. Criminal proceedings not possible, but there was felt to be an urgent need to tackle this sharp practice. ▪ Press release issued, which was immediately picked up by the Sunday Times and later by the Observer. Excellent coverage obtained, resulting in an instant reaction from Ryan Air! 	1
12. Protect vulnerable people against doorstep crime	<ul style="list-style-type: none"> ▪ Provide 'rapid response' support/ assistance to victims of doorstep sales/ rogue trading. ▪ Provide early warning to local residents of rogues operating in their neighbourhood. ▪ Share intelligence re doorstep rogues with partners in the region. ▪ Provide a high level of consumer education via website, local media and campaigns and events. 	<ul style="list-style-type: none"> ▪ Multiple interventions and many examples of money saved. ▪ Improving intelligence gathering is leading to more focused enforcement. ▪ Multiple rapid response leafleting exercises to warn local residents of doorstepper activity ▪ Intelligence sharing with partners and joint working with PCSO's. ▪ Numerous press articles and media attention. 	1
13. Increase protection of vulnerable people by ensuring new Police Community Support Officer recruits are geared up to deal with incidents of distraction burglary/ doorstep crime	Provide training to each new intake of Police Community Support Officers.	<ul style="list-style-type: none"> ▪ All new intakes of Police Community Support Officers now trained. ▪ Multiple sessions supported each with approx 15 officers. 	1
14. Increase the assurance that consumers have of getting a good deal when having their car serviced	<ul style="list-style-type: none"> ▪ Submit cars for servicing under controlled conditions. ▪ Publicise results to encourage compliance publicised and enforcement action to be taken in appropriate cases 	<ul style="list-style-type: none"> ▪ 7 cars submitted for service ▪ 6 services not carried out correctly ▪ 2 businesses to be reported, ▪ 4 to receive advice visits. ▪ 1 business reported for prosecution 	1

Objective	How	Output	Status
		<ul style="list-style-type: none"> 2 gave formal undertakings under the Enterprise Act 	
15. Reduce the amount of criminal activity at regular and occasional markets, protecting the interests of legitimate business and consumers	<p>Identify and tackle those market organisers who allow illegal activity to take place on their sites</p> <p>Working in partnership with relevant agencies, conduct both overt & covert operations at weekend markets to highlight & gather evidence of sales of counterfeit goods.</p> <p>Take enforcement action against persistent offenders</p>	<ul style="list-style-type: none"> Over 100 visits to markets/car boots Several thousand items seized, valuing hundreds of thousands of £'s Enforcement action taken A full time Markets Liaison Officer has been appointed (January 08) 	1
16. Support people, particularly the most vulnerable in resolving contractual disputes	Delivering a Consumer Advice & Information Service, working alongside CDWM.	<ul style="list-style-type: none"> 1780 Complaints 8523 Notifications 	1
17. Provide home visits for immobile /vulnerable consumers	Take advice service to peoples homes, when consumers are unable to travel or deal with the matter over the telephone	<ul style="list-style-type: none"> 28 visits 	1
18. Provide extended advice (2 nd Stage) up to county court level to vulnerable consumers	Assist with county court claims where necessary.	<ul style="list-style-type: none"> 251 second stage complaints 	1
19. Provide protection for consumers against the practice of harassing debtors.	Monitor all complaints relating to debt collection/ harassment of debtors and intervene where appropriate	<ul style="list-style-type: none"> 27 cases 	1
20. Supporting economic prosperity by working with local business and deliver calibration services to business.	To advise and support business to develop, implement and maintain appropriate management systems through EQUIP supported activities. Provide calibration to business.	<ul style="list-style-type: none"> Multiple business supported Surplus on revenue for all these services over the 12 month period 	1

KEY: STATUS COLUMN

ACTIVITY COMPLETED	ACTIVITY ON TARGET	ACTIVITY NOT ON TARGET	CONCERN OVER ACTIVITY
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6. Service Specific Performance Criteria

The performance results below further demonstrate the range of services provided by Trading Standards during 2007/08.

Underage Sales Test Purchasing:

	<u>2005/06</u> Attempts to Purchase	<u>2005/06</u> Sales Made	<u>2006/07</u> Attempts to Purchase	<u>2006/07</u> Sales Made	<u>2007/08</u> Attempts to Purchase	<u>2007/08</u> Sales Made
Fireworks	0	0	25	2	10	0
Alcohol	55	4	42	2	231	45

Infringements:

	2005/06	2006/07	2007/08
Informal Caution	58	23	50
Formal Caution	6	2	1
Formal Undertaking	2	3	7
Enforcement Orders	1	0	0
Prosecutions Commenced	17	4	9
Fixed Penalty Notice	0	0	17
Pending	14	31	58
Prosecutions			6

Service Requests to TSS from Consumers & Business:

	2005/06	2005/06 %	2006/07	2006/07 %	2007/08	2007/08 %
Response w/i 3 days	2812	87	1552	84.9%	1665	88.89%
Response 4 days +	417	13	199	10.9%	203	10.79%
No Response	12	0.4	75	4.1%	4	0.21%
Total Received	3241		1826		1872	
Not Allocated Investigating Officer	4	0.1	53	3%	1	0.05%

Consumer Complaints Received Against Traders:

	2005/06	2005/06 %	2006/07	2006/07 %	2007/08	2007/08 %
Response w/i 3 days	7075	89.2%	3015	73.5%	1753	71.14%
Response 4 days +	854	10.8%	1052	25.6%	707	28.69%
No Response	4	0.01%	37	0.9%	4	0.17%
Total Received	7933		4104		2464	
Not Allocated Investigating Officer	6	0.07%	15	0.4%	0	0%

* Year on year comparison of these statistics is complicated by the introduction of Consumer Direct to deal with first line advice.

Information & Education Delivered by the Service:

	2006/07	2007/08
Doorstep Seller Stickers Issued	6000	10000
Electric Blankets Tested	368 over 5 locations countywide	513 tested 27% failure rate 5 locations & Collection Service
Visits to Business Zone Website	1472	*1243 (Q1 –Q3)
Attend Bedworth Safety Day & Crucial Crew	2340	1720
Educational Talks	40	30
Training PCSO's	78	90

* Business Zone Website

During quarter 4 of 2007/08 the Business Zone Website was withdrawn and replaced. The service had received poor feedback on the website, having inadequate functionality and businesses having difficulty accessing information in a simple and timely manner. The new Business Web Pages are easier to access with deep links to individual leaflets. These leaflets are immediately updated with new information and are grouped into more appropriate business areas. Feedback from businesses will be collected at a later date but during quarter 4 some 2044 businesses visited the new Business Home Web page.

Sampling 2007/08:

	No of samples taken	Correct	Incorrect	Pending
Agriculture	8	5	2	1
Food Samples	490	283	188	19
Non Food Samples	153	73	46	34

Service Complaints and Compliments

During 2007-2008 the Trading Standards Service received a total of 13 service complaints, 3 of which were justified.

Complaints

Number of Complaints	2005/2006	2006/2007	2007/2008
	11	14	13

Complaints Detail – April 1st 2007 to 31st March 2008

Stage the complaint went to	Informal Within 7 working days	11
	Stage 1 Within 15 working days	1
	Stage 2 Within 21 working days	-
	Stage 3 Within 30 working days	1
Number of complaints dealt with within the time scales set out in the Complaints Procedure.		13
Number of complaints substantiated/justified		3
Number of complaints referred on by Members		2
Number of complainants who asked for Members to be notified of their complaint.		3

Compliments

Number of Compliments	2005/2006	2006/2007	2007/2008 (half year)
	28	86	78

GRAEME BETTS
Strategic Director of Adult,
Health and Community Services

Shire Hall
Warwick

May 2008