



Hampshire

Trading Standards

Trading Standards Update

7th November 2022



Trading Standards in brief

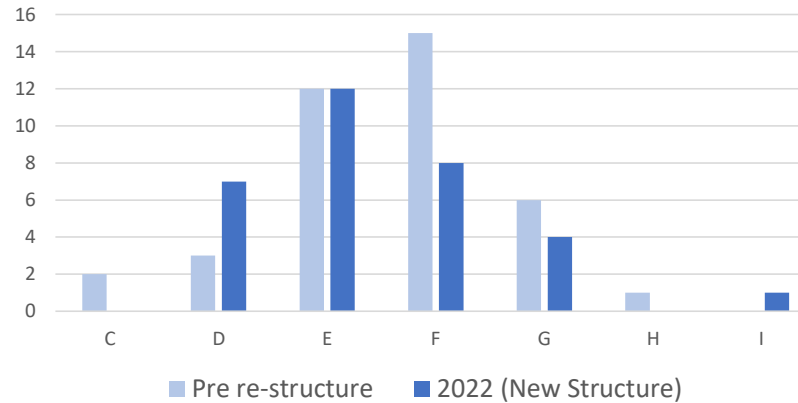


- Statutory duty to enforce **over 250 pieces of legislation**
- Duty to enforce legislation requires the ability **to investigate and prosecute** cases of criminality
- Legally required to appoint a:
 - Chief Inspector of Weights and Measures
 - Public Analyst for Food
 - Agricultural Analyst for Animal Feed
- **Delivery of statutory roles held by the County Council:**
 - Local Weights & Measures Authority
 - Petroleum Enforcement Authority
 - Food Authority
 - LA in relation to prevention and control of animal disease in farmed animals
- Delivery of some statutory duties for neighbouring LAs through **Service Level Agreements**
- Trusted trader scheme '**Buy With Confidence**' for Hampshire residents and businesses

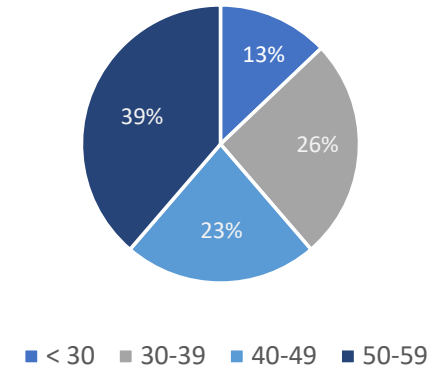
Our People



Staff by Grade



Age Profile



Head of Trading Standards

Business and Commercial Team

Business intelligence and reporting,
Performance monitoring,
Communications (internal & external),
Business development, IT Systems
management, staff development and
the BWC scheme

Trading Standards Business Manager

Proactive Interventions Team

Delivery of the planned inspection
schedule in relation to Environmental
Safety, Food Standards, Metrology
and Product Safety. Provision of
specialist advice.

Trading Standards Manager

Complaints and Investigations Team

Lead, prioritise and co-ordinate the
investigation of complaints and cases
across the service in line with agreed
priorities. Delivery of Animal Health &
Welfare activity and Animal Feed
Controls.

Trading Standards Manager

Litigation Team

Advise and lead on all legal activity.
Financial investigation and asset
recovery through Proceeds of Crime
Act.
FOI / SAR coordination.
Licensing panels.

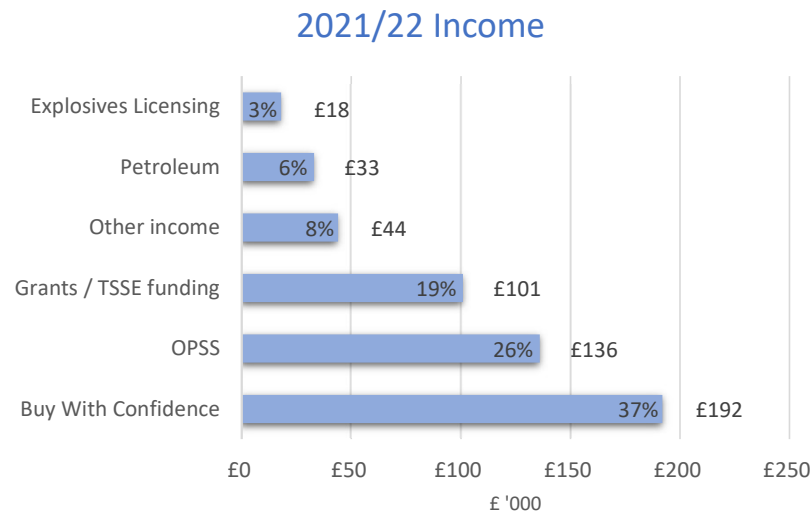
Principal Trading Standards Litigation Officer

Our Resources

Trading Standards operate a cash limit budget supplemented by income from the following streams

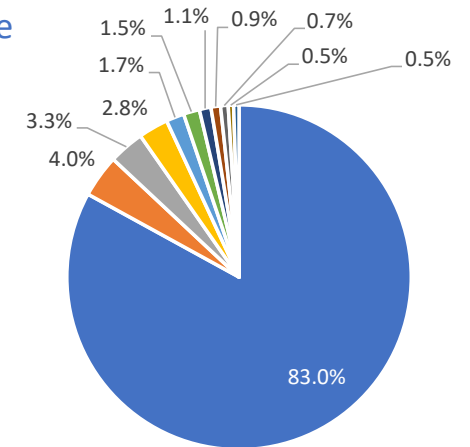
Financial Year	Income £ '000	Expenditure £ '000	Net spend (cash limit) £ '000
19/20	396	2,160	1,764
20/21	432	2,198	1,766
21/22	524	2,186	1,662
22/23 (Forecast)	396*	1,805	1,409

* 22/23 income forecast is lower due to impact of restructure on income generation capability



2021/22 Expenditure

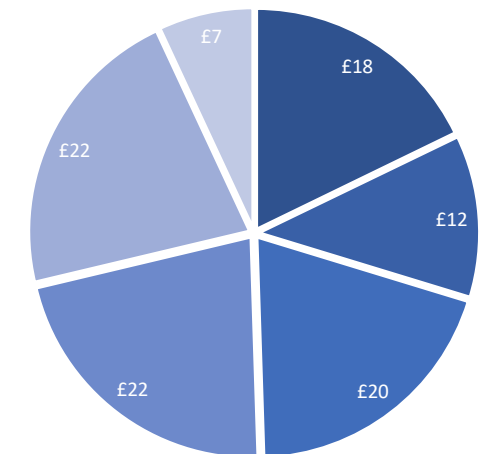
- Staff costs
- Hired & contracted services
- Legal costs
- IT Projects
- IT services & software



£ '000

- Public Health (Tobacco)
- Food Standards Agency pilot
- FSA - Natasha's Law
- FSA - Feed inspections
- TS Regional Investigations Team
- Other

Grants funding



Our Customers



Hampshire has over **60,000 businesses**, ranging from small sole traders to large manufacturers, importers and retailers.

Hampshire TS currently supports **11 Primary Authority Partnerships**, including 9 co-ordinated partnerships.



We receive **20,000 referrals**, notifications, complaints and enquiries from Hampshire residents, businesses and other stakeholders each year.

There are approximately 10 External Temporary Storage Facilities (ETSFs) in Hampshire, which handle large quantities of **imported goods** from both inside and outside the EU.

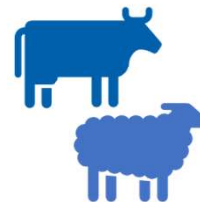


The **Buy With Confidence** trader approval scheme has c. 490 members in Hampshire area.

The team manages membership for a further 530 members across ten other local authorities in the south east.



Although 85% of the County is classified as rural, we are responsible for **regulating over 31,000 premises** including;



4,203 livestock premises



over **9,000 food establishments**

Our Partners



Engagement with our partners



Subject to inspection by authorised bodies



Requirement to provide statutory reports



Liaising with national & regional networks



Feeding intelligence into national & regional networks



Developing business plans

Our Performance 2021/22



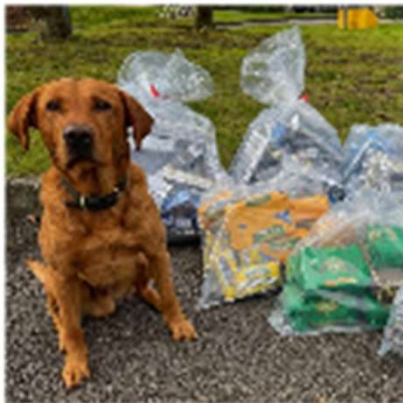
- In 21/22 **94%** of Planned Inspections set out in the annual Service Plan were delivered
- The Food Standards Agency (FSA) Pilot was completed to help inform the new national framework
- In 2021/22 **334** ports consignments were searched
- Of 431 samples taken, **50%** (215 samples) were **non-compliant with the safety legislation** and 30 were unsafe
- The financial detriment estimated to have been avoided through preventing these non-compliant or unsafe goods from entering the market is **£7.5M+** of which **£3.6M** (48%) relates to children's toys
- In 2020 Southampton Port received 564,722 imports (Kg) of consumer goods, making it the **2nd busiest** of a total of 53 UK ports.
- Hampshire Trading Standards received the **4th** highest level of profile hits and the **3rd** highest level of referrals in relation to OPSS Ports work, meaning that we deal with significant volumes of goods likely to pose the greatest risk to consumers.

Our Performance 2021/22



Increasing public safety, supporting business to achieve compliance and empowering communities

£20,000



Illicit Tobacco Seizure

This disruptive action targets organised crime groups, which represents a risk to public health, fire risk, and unfair trading through tax avoidance.

This operation supported the aims of Public Health to reduce tobacco uptake which can be a gateway for children to long term smoking and use of other substances.



Protecting consumers from financial detriment through a fair trading environment

£1.5M



150h

Operation Fleming - Intellectual Property fraud.

TS secured a conviction on charges of fraud and money laundering – believed to be the largest value conviction for Hampshire Trading Standards.

Rogue Trading

Successful conviction of traders under fraud, forgery, counterfeiting and consumer protection from unfair trading.

The trader was sentenced to an 18 month Community Order, which included 15 Rehabilitation Activity Requirement days, 150 hours of unpaid work and paying over £6,000 compensation to victims.

Our Performance 2021/22



Protecting public health, the environment and local economy by protecting animal health and the food chain



5,600
Properties

Avian Influenza

Successful responses to outbreaks in Sherfield English and Bishop's Waltham, with TS officers and volunteers covering 5,600 properties.



43 Dogs



Animal Health Prosecution

On behalf of Southampton CC, our Animal Health team led the investigation into a Southampton couple who illegally imported 43 pet dogs before selling them without a licence.

The couple have been convicted of money laundering and animal transportation offences, receiving suspended custodial sentences and a confiscation order under the Proceeds of Crime Act.



Providing commercial services to support businesses, partners and economic growth



Supported by **Buy With Confidence** scheme which generated over £190,000 income for Trading Standards

c. 1,000

Businesses



7,500+

Complaints

Received by service and triaged during the 2021-22 financial year

Service Vision & Purpose

A modern proactive business designed to keep Hampshire safe



Our operating principles will ensure we...

- 1 provide advice, guidance and support to protect the people of Hampshire
- 2 support local businesses to compete and thrive
- 3 create and maintain a fair and safe place to live and work
- 4 encourage community engagement and pride in Hampshire to inform and support our work



Our Strategic Priorities

Increasing public safety, supporting business to achieve compliance and empowering communities



- Product Safety: Ports; Complaints & Investigations; Market Surveillance
- Petroleum and Explosives inspections
- Communications, information resources, community awareness

Protecting consumers from financial detriment through a fair trading environment



- Fair Trading cases
- Metrology: Petrol forecourt inspections
- Metrology: bulk fuel inspections, weighbridges
- Food standards

Protecting public health, the environment and local economy by protecting animal health and the food chain



- Animal health & welfare
- Animal feed inspections
- Food product inspections & sampling
- Food safety: Allergens
- Food business registrations

Providing commercial services to support businesses, partners and economic growth



- Buy With Confidence scheme
- Licensing
- Vapour Recovery for District Councils
- Service Level Agreements
- Chargeable Business Advice
- Primary Authority Partnerships

Examples of the work that underpins our priorities

- Hampshire maintains strong & sustainable economic growth & prosperity
- People in Hampshire live safe, healthy & independent lives

- People in Hampshire live safe, healthy & independent lives
- People in Hampshire enjoy being part of strong, inclusive communities

- People in Hampshire live safe, healthy & independent lives
- People in Hampshire enjoy a rich & diverse environment

- Hampshire maintains strong & sustainable economic growth & prosperity
- People in Hampshire live safe, healthy & independent lives
- People in Hampshire enjoy being part of strong, inclusive communities

HCC strategic priorities

- Identifying & removing dangerous or harmful products from the market
- Supporting businesses to diversify and adapt to new circumstances
- Helping businesses and consumers successfully navigate the consequences of the UK's departure from the EU
- Protecting those at risk of the highest harm from the worst impacts of financial hardship

- Supporting businesses to diversify and adapt to new circumstances
- Helping businesses and consumers successfully navigate the consequences of the UK's departure from the EU

ACTSO strategic priorities

Local Hampshire priorities

Borders:

- Two major ports, represent an opportunity to apply **controls at point of entry** before goods flood the market
- Focus for **Product Safety** through monitoring and checks at External Temporary Storage Facilities (ETSFs)
- Demonstrable consumer benefit: For every £1 spent on Ports and Borders work, £34 is saved

Geography:

- Southern coastal location on the migratory route of many birds, increasing the likelihood of **animal disease outbreaks** e.g. avian flu
- Rural county with strong farming community
- Focus for animal health and animal feed inspections, to **protect the food chain**

Fair Trading:

- Focus on **community engagement and awareness** to equip consumers to spot and avoid scams
- Recognition that older and / or vulnerable consumers, especially those with assets, may be at greater risk of rogue traders or doorstep criminals.
- 17% of Hampshire's population is over 65 and this is rising.

Protection for all:

- Trading Standards serves the consumer and business communities through
 - **targeting its strategic priorities**, its local priorities and
 - **using local intelligence** to investigate recurring issues (by theme or traders).



Challenges faced

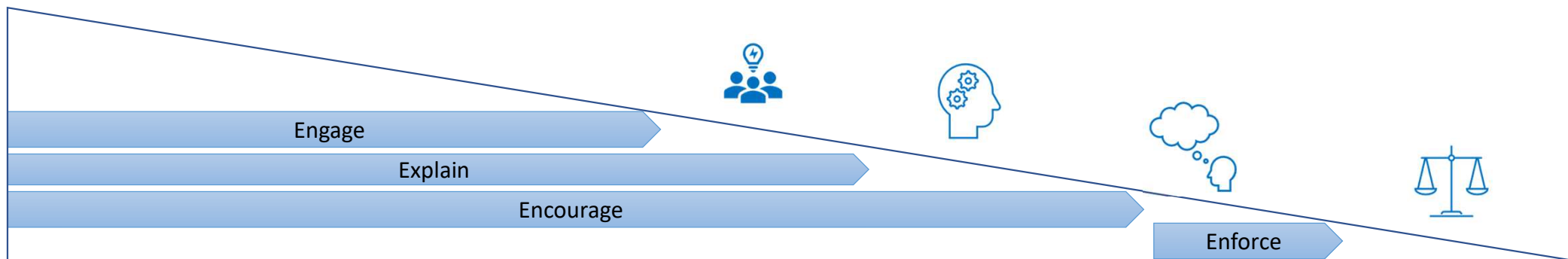
- Challenges facing the Trading Standards profession nationally
- Broad range of statutory duties, which continue to grow
- Government funding for new duties is often one-off and low value
- Annual funding uncertainty
 - e.g. OPSS
- Lack of business resilience = Service delivery vulnerability
- Potential for regulatory body audits and risks around delivery of statutory duties
- Loss of income and reduced ability to support businesses
 - (Primary Authority Partnerships and CBA reductions)

In benchmarking against our regional comparators Hampshire TS has:

- The second highest population to provide services for
- The lowest number of officers per 100,000 of the population
- The second lowest cost per head of population based on both our cash limit and / or total budget
- Below average cost per head of population based on our cash limit, against comparators
- 24% of revenue budget is derived from income (2021/22)

Promoting Compliance

4 E's approach



- 1. ENGAGE:** Generic communications setting out legal requirements or responsibilities. Stock information resources that can be provided repeatedly
 - Streamline initial contacts and signpost enquiries to other sources of information / support
 - Promoting commercial services, where appropriate
- 2. EXPLAIN:** Advice to an individual / trader / business about a specific issue.
- 3. ENCOURAGE:** Reiterating responsibilities on businesses
 - Setting out identified non-compliance issues and actions required
 - Responsibility for compliance remains with the business
- 4. ENFORCE:** Generally last resort, only progressed where there is a clearly evidenced case with the likelihood of a positive outcome, and it's proportionate and in the public interest to pursue enforcement action



Transformation Achievements and Next Steps



2021-22 Transformation Programme has delivered:

- New structure implemented
- Recruitment to stabilise the new structure
- Invested in staff training
- Re-designed the Contact Management process,
 - piloting a new approach to manage demand
 - triage intelligence consistently
 - adopt a pro-active approach to service delivery
- Implemented a Gateway Review process
- Updated all operating procedures
- Developed new processes (risk management, health & safety)
- Developed a marketing strategy and revised our web pages
- Developed a communications strategy



Transformation Achievements and Next Steps



Forward look:

- Continue to develop the Intelligence Model
- Commercial review
- Business Planning 2023-24
- Ongoing delivery of 2022/23 Service Plan
- Head of Service onboarding
- Cx* implementation
- Rebuilding commercial capability to support businesses
- Promoting consumer awareness, community resilience, and deterring criminality through external communications
- Development of greater joint working in strategic partnerships
 - e.g. OPSS, Southampton TS, Hampshire Scientific Service

* Cx is the service's core operating system



Support for Trading Standards

1. Advocacy - Champion the Service
2. Highlight the range and breadth of statutory services we perform for the County Council to Cabinet
3. Highlight where Trading Standards capability can have a positive impact in other portfolio areas
4. Communications support e.g.
 - Quotes for press releases
 - Participation in local media interviews
 - Social media engagement - follow the Service on Twitter / LinkedIn and retweet posts

Recommendations

The Executive member is asked to:

1. Note the strategic priorities for Trading Standards and their alignment with the County Council's four Strategic Aims.
2. Approve the revised Enforcement Policy for Trading Standards.
3. Endorse a proactive external communications strategy to increase public awareness of risks, facilitate community protection and deter criminality. This approach will augment the impact of direct service delivery, mitigating resource pressures and promoting the benefits of partnership working.
4. Note plans to conduct a review of all commercial activity over the next 12 months, with the intention of bringing a commercial strategy for the service to the Executive Member in 2023.



Hampshire

Trading Standards

