

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Member for Countryside, Culture and Communities
Date:	8 November 2022
Title:	Trading Standards Update
Report From:	Director of Culture, Communities and Business Services

Contact name: Clare Fuller

Tel: 0370 779 6327

Email: Clare.Fuller@hants.gov.uk

1. The Decision:

The Executive Member is asked to acknowledge or approve the following recommendations:

- 1.1 Note the strategic priorities for Trading Standards and their alignment with the County Council's four Strategic Aims as set out in Appendix 1 of the report.
- 1.2 Approve the revised Enforcement Policy for Trading Standards as set out in Appendix 2 of the report, to include an amendment to paragraph 2.1 of the Policy as follows:
 - 2.1 The Service will not investigate every individual complaint or address every non-compliance with businesses but will use the information provided as intelligence to best target our resources in line with our priorities.**
- 1.3 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.
- 1.4 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.

2. Reasons for the decision:

- 2.1 This report seeks to highlight changes to Trading Standards' operating model that have been implemented to support the new structure which came into effect in January 2022. The new structure delivered £300,000 savings to the Council's SP23 programme through a 22% FTE reduction. This necessitated new ways of working, which have been developed and piloted this year.
- 2.2 The strategic priorities for the service (Appendix 1) provide the framework within which all TS activity is undertaken. The revised Enforcement Policy (Appendix 2) provides the framework for ways in which the service can seek to achieve compliance and is also presented here for approval.
- 2.3 Operational changes to the service that were driven by the new structure, for example in relation to its triaging of complaints / referrals, have been successfully piloted this year.
- 2.4 As skills and knowledge increase there will be further opportunities for service development and continuous improvement. Through apprenticeships and training the service will continue to develop its workforce. It will also seek to exploit digital efficiencies and improve its use of intelligence through the implementation of the new Cx system and use of corporate digital applications.
- 2.5 Looking forward, the service has strategic aspirations to drive further process efficiencies from the Buy With Confidence (BWC) Scheme; maximise its grant funding opportunities through closer working with regulatory bodies such as the Office for Product Standards and Safety (OPSS); develop a commercial strategy and maximise its reach and impact through a higher profile communications strategy.

3. Other options considered and rejected:

- 3.1 None

4. Conflicts of interest:

- 4.1 Conflicts of interest declared by the decision-maker: None
- 4.2 Conflicts of interest declared by other Executive Members consulted: None

5. Dispensation granted by the Conduct Advisory Panel: None

6. Reason(s) for the matter being dealt with if urgent: Not applicable

7. Statement from the Decision Maker:

Approved by:

Date:

8 November 2022

**Councillor Russell Oppenheimer
Executive Member for Countryside, Culture and
Communities**