

Performance of Trading Standards 2015/2016 Quarters 1-3

Trading Standards continues to meet its performance targets which are set out below.

Performance Measure <i>CP = Council Plan</i>	Outturn 2014/15	Target 15/16	15/16 RAG				Q3 2015/16 Commentary
			Q 1	Q 2	Q 3	Q 4	
The number of people attending Trading Standards business workshops (CP)	N/A	180	G	G	G		<p>2 business workshops to 18 people Continuing with the success of the business training events, which saw the Service meet its yearly target by the end of Q2, Q3 saw 2 workshops being delivered on the requirements of contracts concluded "on" and "off" business premises, which were attended by a total of 18 businesses. However, Q3 is a busy inspection period for Trading Standards, which saw an increase in demand for specific bespoke advice in two legislative areas: the first concerned the introduction of new storage requirements of the Explosives Regulations 2014; and the second concerned the new labelling requirements of Food Information for Consumers Regulations 2014. Both involved on-site inspection of both goods and premises. In total, 57 product specific pieces of advice were provided to local small and medium sized businesses.</p> <p>Although bespoke advice will continue to be given in Q4, time is being set aside to develop new business training packages; preparing a training timetable and updating our website.</p>
The number of positive interventions made to chronic victims or targets of mass marketing fraud (CP)	N/A	Establish baseline	G	G	G		<p>26 positive interventions made to victims of mass marketing fraud Trading Standards has continued with the monthly "scams day" approach to visiting known victims of scam mail fraud across the county. These visits are now being supported by volunteers from the Citizens Advice Bureau. During the visits, paperwork completed by the victim, often with cash, cheques and credit card details attached, is returned. The officers spend time highlighting the fraudulent nature of the businesses that the victim has become involved with, whilst at the same time ensuring that the victim is safe and not in need of any further help and assistance from other agencies such as ASC or the Fire Service.</p> <p>The paperwork for the known victims is mostly provided by the National Scams Team. However, Trading Standards routinely trains and supports partner agencies to identify and report scam mail victims directly. As a result of these developing partnerships, 5 of the scam mail victim referrals were made directly to Trading Standards by the Royal Mail; ASC and Citizens Advice.</p> <p>Trading Standards continues to lead the way in respect of financial fraud awareness and has also developed a Financial Abuse Toolkit with ASC, which is now available on the intranet. This has proved popular with external agencies, and following a request from Safeguarding Adults Board has been made available to partner organisations including the Police and the NHS.</p> <p>There will be no scams day in December due to Christmas holidays, but work begins again in January when Trading Standards will be leading a number of external agencies in preparation for the National Safeguarding Day on the 29th February 2016.</p>

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The percentage of contacts responded to with a positive intervention from the Trading Standards Rapid Action Team (CP)	N/A	Establish baseline	G	G	G		<p>100% of contacts responded to within a positive intervention from Trading Standards</p> <p>Q3 and Q4 are traditionally a quieter time of year for the Rapid Action Team. With the numbers of rogue doorstep sellers reducing significantly over the winter months. In November, two members of the RAT team attended a call-out, which resulted in an opportunist door step seller being removed from a vulnerable consumer's premises before cash had been exchanged. They managed to do this despite, also being involved in a seizure of illegal tobacco at the same time.</p> <p>It is worth remembering that the Rapid Action Team is both pro-active, intervening before money changes hands, and reactive, attempting to recover monies for vulnerable consumers who have been persuaded to enter into unsuitable contracts. So when they are not intervening in "live" incidents; the team is often working behind the scenes to recover money for victims. Often such contracts involve whether the resident has capacity to contract issues.</p>