

**NEWPORT CITY COUNCIL
PUBLIC PROTECTION
TRADING STANDARDS SECTION
STRATEGIC ASSESSMENT 2009-2010**

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1 Introduction

The Trading Standards Section forms part of Public Protection and Environmental Services and is a consumer protection, fair trading and animal health and welfare enforcement service and deals with a wide range of regional, national and European legislation.

In addition to its enforcement and regulatory responsibilities, the Section provides advice, education and guidance to consumers and businesses to assist their awareness of their rights and responsibilities.

The Section has a wide range of enforcement responsibilities covering such matters as food and agricultural standards, product safety, unfair trading practices, descriptions of goods, services and property, legal metrology, anti-counterfeiting, the smoking ban and intellectual property crime, age restricted sales and animal health and welfare.

The Section also contains the Pest and Dog Control Team which includes the Coronation Kennels.

The Section is also home to the All Wales Scam Busters Team and the Regional Intelligence Officer.

2 Executive Summary

This Strategic Assessment has considered the many national, regional and local threats and issues that effect Newport from the point of view of Trading Standards and Public Protection Legislation. Account has been taken of the national and regional Strategic Assessment and Priorities as well as those issues that are important in the City of Newport.

The Strategic Assessment discusses the benefits of the National Intelligence Model and how the Section will continue to operate in compliance with this business model. It refers to the strategic framework in which the Section will operate, taking into account the UK wide Control Strategy for Trading Standards, the WHOTS Business Plan, Newport's Community Strategy and its Community Safety Partnership's Strategic Assessment; it then discusses a number of emerging issues such as the Economic Downturn; the Revised Animal Health and Welfare Framework; the Companion Animals Project; the New Tobacco Retailer Sanctions; the Illegal Money Lending, Scam Busters and Regional Intelligence Projects; the new Primary Authority protocol; the Financial Investigation possibilities; and the new statutory duty for 'Stray Dogs Out-of-Hours'. There is a section referring to the 'profile' of Newport and the effect this has on the Trading Standards Section; and finally it stresses the importance of continued service improvement and adherence to performance standards.

The Strategic Assessment has informed the Section's **Control Strategy** which has produced the following **Strategic Priorities** for the Trading Standards Section.

- Protecting People from being the victim of commercial crime in their own home
- Disrupting traders in the informal economy and reduce intellectual property crime

- Preventing harm to children and nuisance caused by young people from access to restricted goods
- Maintaining a fair and safe trading environment for consumers and traders
- Ensure that the food chain is robust from farm to fork and improve information about food health and nutrition
- Prevent animal disease and Enhance animal movement control and traceability
- Protect Newport's Environment

These 7 priorities will drive all the work carried on by the Section

3 National Intelligence Model

In order to improve the service given by the Section the National Intelligence Model (NIM) has been applied when producing this Strategic Assessment.

The NIM is widely acknowledged as a best practice business model for integrating intelligence gathering and deployment within the core business of enforcement agencies. The NIM allows the identification of complaint patterns, consumer detriment, assesses risk and improves enforcement outcomes. The NIM outlines the component parts of the intelligence process, clarifies terminology across partnerships, commonality in working practices and a greater understanding of the intelligence requirements to achieve maximum effectiveness within Trading Standards Services across the UK and with other agencies.

The NIM was developed by the National Criminal Intelligence Service (NCIS, now part of SOCA) and it became the policy of the Association Chief of Police Officers in 2000. It has also been adopted by several other partners namely, Police, HM Revenue & Customs, UK Intellectual Property Office, Food Standards Agency, Vehicle & Operator Services Agency, Federation Against Copyright Theft, Crime & Disorder Reduction Partnerships, Serious Organised Crime Agency, Border & Immigration Agency.

What are the benefits of using the NIM?

- The NIM introduces more rigour into management decision-making for both strategic and tactical purposes.
- The NIM ensures that resources such as intelligence products or enforcement officers are targeted effectively – *intelligence led*.
- The NIM identifies priority issues and manages risk effectively.
- Adhering to the processes of the NIM improves partnership working and the ability to share intelligence with other agencies.
- The NIM achieves greater compliance with Human Rights Act (1998), Data Protection Act (1998) and Regulation of Investigatory Powers Act (2000).

There are 3 levels to the National Intelligence Model

- Level 1- Local level
- Level 2- Regional & Cross Border
- Level 3- National and International

4 Strategic Framework

There are a number of matters that are shaping the strategic direction of the Trading Standards Section. Below is a summary of the major issues.

4.1 LACORS Trading Standards UK Control Strategy & Delivery Plan – October 2008 – March 2010

The Trading Standards Policy Forum produced the UK-wide Control Strategy for the Trading Standards Service. The strategy sets out the key areas of priority for issues of national importance and produces recommendations on how they can be tackled at national, regional and local level.

The UK Control Strategy provides recommendations relating to local enforcement and how it can contribute to tackling the national threats.

The priorities are;

- Tackle mass marketing scams
- Prevent people being the victims of doorstep crime
- Reduce intellectual property crime
- Improve community health through diet/nutrition and prevent food fraud
- Manage food incidents
- Prevent and control notifiable animal disease outbreaks
- Enhance animal movement control and traceability
- Take action on issues causing economic detriment to consumers

The full Control Strategy is re-produced at the appendix

4.2 Analysis of Newport Incidents

In January 2009 the Regional Intelligence Officer produced a report outlining the complaints analysis for Newport with particular reference to information from the Consumer Direct Website and the Wales Intel Database. The full report is re-produced in the Appendix and a summary can be found below.

The key findings of which are:

- Those traders who are most 'complained about' are mostly multi-outlet 'high street' chain stores
- The Intelligence Logs sent by Newport's authorised officers to the Regional Intelligence Officer overwhelmingly relate to the areas, Counterfeiting and Doorstep Crime
- Doorstep Crime incidents increased in October 2008
- Counterfeiting incidents increased sharply in September and October 2008
- There is an identified problem with OC5 DVD Sellers and 'Individuals' selling counterfeit goods – whilst the Newport City Market remains a problem
- The top five products/services causing problems are: independent garages; women's clothing; mobile phones; televisions; and audio equipment
- Defective goods is the main issue with the motor trade and an analysis of this figure shows the 'independent' sector causing most problems
- Two traders cause the majority of problems in both the car sales and mobile phones sales sector

4.3 WHOTS Business Plan

The Welsh Heads of Trading Standards Group (WHOTS) has completed their Business Plan for 2009 – 2011. The Section believes that a close working relationship with the WHOTS Group and its many Lead Officer Groups and Task and Finish Groups adds significant value to the service provided within Newport. Newport Trading Standards will participate fully with the key work programmes for WHOTS in this period.

The strategic objectives contained within the WHOTS Business Plan identify six objectives for the group.

1. Effective use and sustainability of regional resources
2. Branding and profile of Trading Standards Wales
3. Personal and professional development of Trading Standards
4. Intelligence led enforcement
5. Balancing National and Regional priorities
6. Effective regional co-ordination of Trading Standards Wales

Key activities include the strategic management of the regional resources which includes the Scam Busters Project. A performance board will be maintained, there will be a communication strategy, authorisation will be arranged and future funding will be sought.

A communication plan will also be produced for the group which will involve the promotion of the service through co-ordinated publicity.

The group will spearhead the Service's attempts to improve the skill sets of its officers through a holistic training plan.

Another key activity will be the focus on intelligence led enforcement and the adoption of the National Intelligence Model, the use of standard means to show intelligence and the sharing of best practice. The group will also develop relationships with key partners such as the Welsh Assembly Government, LACORS, The OFT and BERR and make affective use of the Regional Coordinator.

These cross cutting key activities will then inform the work of the WHOTS Head Officers in the areas of;

- Animal Health
- Fair Trading
- Intellectual Property
- Food and Agriculture
- Law and Evidence
- Metrology
- Petroleum
- Product Safety
- Community Safety
- Health and Well Being
- Consumer Affairs
- Consumer Direct
- Performance Management
- Training
- Communication

Newport City Council recognises the benefit to be gained by full co-operation with the WHOTS Group and will seek to provide a comprehensive response to its objectives and activities.

4.4 Newport's Community Strategy

The community strategy is a high level document that contains the vision for improving Newport until 2015. It is very much a living document which has been shaped through consultation. During the consultation that took place on the draft strategy a broad consensus was reached about what the priorities are for the city to make it a better place to live, work and visit. The strategy document sets out key actions, targets and ways of working that will help to secure success.

The strategy has been given the title '**Newport, building our future together**' to reflect the way in which the community was brought together to develop a common vision for the city that enhances the quality of life of all residents. It also reflects the need for everyone to work together to achieve the goals outlined in the strategy.

The vision is split into eight themes. Each has its own section within the strategy, with details about why change is needed, priorities for action and what success will look like.

Visions and priorities:

Vision	Themes
A prosperous city known for the skills of its people	An accessible city
A city where health, quality of life and opportunity is not determined by where you live or the colour of your skin	An attractive city An enterprising city
A place where communities are at ease with each other and enjoy a good environment and some of the best public services in Wales	A greener city A healthy city
A city that knows where it is going and will take the right steps to get there	An inclusive city
A dynamic city that celebrates progress and where decisions of today will benefit the generations of tomorrow	A learning city A safer city

It is clear that the work of the Trading Standards Section reflects and indeed is driven by much of the themes of the Community Strategy. The work of the Section assists the '*enterprising*' objective by taking action against those businesses that operate in an unfair manner and assisting consumers – in **2008-2009 the Section claimed back £162,000 for Newport's consumers**. The '*accessible*' objective is met by the improvements made to the service by the use of Consumer Direct – more Newport consumers can access consumer advice at any one time and the lines are open longer. Work carried out on under age sales also assists the objectives for an '*attractive*',

'healthy' and 'safer' city. Work carried out assisting manufacturers reduce their packaging helps with the 'greener' objective and the manner in which the Section approaches its consumer education and responsibilities to develop staff assists with the 'learning' and 'inclusive' objectives.

4.5 Pride in Newport

Launched in September 2007, the Pride in Newport campaign continues into 2009 and tackles the problems of fly-tipping, dog fouling and litter, as well as a range of issues which impact upon the local environment such as the reduction of waste. The Pride in Newport campaign provides an opportunity for local people and groups to not only care for their local environment and heritage, but to take direct action to help protect it.

The work carried out by the Section's Pest Control Officers and Dog wardens ensures that Newport's communities are improved by tackling pest problems, dog fouling and dog straying.

4.6 Newport Community Safety Partnership: Community Safety Plan 2008 - 2011 and Strategic Assessment

The **Community Safety Plan 2008 - 2011** continues to promote 9 priority areas of action and the 2009 Strategic Assessment will assist the Partnership in the achievement of its aims. The current priorities for the partnership are:-

Priority 1	Anti Social Behaviour
Priority 2	Victim based Crime with an emphasis on serious violence
Priority 3	Substance Misuse (which includes Alcohol)
Priority 4	Property Crime with an emphasis on serious acquisitive crime
Priority 5	Environmental regeneration concerning local issues and long term ownership of city centre issues including Business crime
Priority 6	Community Cohesion
Priority 7	Fear of Crime
Priority 8	Communication
Priority 9	Criminal Damage

The Trading Standards Section has a clear role in the partnership; with regards to anti-social behaviour, fear of crime, violent crime and substance misuse, its efforts to control the availability of alcohol to children is relevant; and with regards to property crime and fear of crime, its efforts to enforce and educate around the area of itinerant rogue doorstep traders and enforce intellectual property crime, is relevant.

Newport's Community Safety Partnership Draft **Strategic Assessment 2009** identifies a number of key issues relevant to the Trading Standards Section. Its analysis highlights the issues stated below:

- Levels of crime are falling
- Worsening economic climate
- Five priority wards have been identified
- Increases in domestic burglary (up 5%) and fraud offences

- Decrease in anti-social behaviour
- Anti-social behaviour is a community pact priority
- Distraction burglary has decreased
- Street drinking is seen as a major problem
- Inappropriate sale/use/possession of fireworks
- Animal problems have increased; particularly dog nuisance

The context of these issues are expanded upon in the Appendix.

4.7 Better Regulation Agenda

The principle of regular business inspections is being changed in the light of the Hampton Report, and the implementation of the Local Better Regulation Office. The agenda is now around reducing the burdens on compliant businesses and better targeting businesses involved in rogue trading. The Section will respond to this challenge by applying the principles of the National Intelligence Model and ensuring that its Primary Authority obligations are met. There is an interesting conflict between this agenda and the recommendations from the Pennington Report which examined, amongst other issues, the regulatory services responsibilities surrounding the E-Coli outbreak in Wales in 2005; which call for a less of a soft touch enforcement regime when dealing with businesses. Running parallel to this is the fallout of the soft touch enforcement of the financial services sector in the run up to the current economic downturn.

5 Emerging Issues

5.1 Economic Downturn

In March 2009 LACORS reported on the effects of the economic downturn on council regulatory services by reference to their 2008 survey on the subject. [I](#)

LACORS identify a number of key challenges for council regulatory services to keep them at the forefront of delivering service excellence in tough economic times. The credit crunch means that councils and the communities they support have to respond to and address the fall out from this crisis, which is having a widespread impact on local communities. Council regulatory services priorities should help stimulate the local economy through supporting their local businesses and also ensure they properly protect communities who are likely to be more vulnerable to scams and rogue trading practices during an economic downturn.

LACORS will be looking at further ways to reduce the burden on councils and local business from unnecessary and costly regulation, and importantly, work directly with councils to help drive improvement in key frontline services.

LACORS recognise the fact that regulatory services have a significant role to play in supporting economic, social and environmental wellbeing and the collective challenge is to turn a positive spotlight on this area of council activity.

LACORS point to the need to improve our communication, not only to council officers and councillors but also to the wider public, advising about the work of council regulatory services.

Late last year, LACORS asked council regulatory services about the impact of the credit crunch on their ability to deliver their services. This top level survey highlighted several themes that are likely to affect the delivery of regulatory services in the coming months, and the actions these services are or plan to take to support and protect communities and businesses in their area.

LACORS' survey highlights public safety and protection as many councils expressed a fear that a shift towards an economic slowdown will have an impact on public safety and public protection. There is an expectation that counterfeiting, loan sharks and rogue trading will increase as opportunists prey on the vulnerable placing further demand on already stretched services and staff.

Financial and staff resources are already stretched and the need to do more with less is putting pressure on staff and budgets. This is only likely to get worse with some councils freezing council tax and overall there is less income coming in from other sources.

Educational work, like business coaching, is suffering as the number of complaints and investigations increase. Councils would like to do more but where there have been recruitment freezes may not be in a position to do so.

With very tight budgets councils are adopting a risk based approach to their service delivery and focusing on the higher priorities. Whilst this is a sensible approach this could lead to some lower priorities but nevertheless statutory duties, not being adequately delivered.

LACORS state that information and advice must be timely and appropriate. Certain information or council interventions may be unwanted and may be seen as adding unnecessary burdens on businesses.

5.2 Revised Animal Health and Welfare Framework

This version of the Framework was made available in February 2009 to take account of the revised structure of the Animal Health agency.

The aim of the Framework is to ensure effective, accountable, consistent and co-ordinated delivery of animal health and welfare services.

The updated Framework is designed to underpin the National Performance Indicators in Wales. It also incorporates the full range of animal health and welfare work carried out by local authorities, with the exception of licensing of animal establishments.

Among other things, the Framework provides details on roles and responsibilities, risk assessment, specific activities, delivery planning, national priorities, funding and an optional animal welfare activity matrix.

It is intended to be flexible, whilst incorporating agreement on the principles of how the service is to be delivered and setting out minimum standards. It fully recognises the autonomy of local authorities.

The Framework is designed to take account of differing local needs, priorities and resources and is used during the annual consultative process between Divisional Veterinary Managers and local authorities to agree the Service Delivery Plan.

5.3 Companion Animals

The Animal Welfare Act 2006 (AWA) consolidated and updated legislation to promote the welfare of 'domesticated'/non-wild vertebrate animals. It created new responsibilities for persons responsible for animals and provided new powers for local authorities. It further provided for the creation of secondary legislation by the Welsh Assembly Government (WAG).

Newport City Council Animal Health Team was already responsible for regulating agricultural animal health and welfare and the licensing of various animal keeping establishments/activities (e.g. Dog Breeders, Riding Establishments and Dangerous Wild Animals). Traditionally we have not been involved in regulating animal welfare outside these categories (e.g. for pet/companion animals or rescue centres) due to the previous lack of any specific duty or reasonable powers under which to operate. Any education and enforcement in relation to these animals has therefore largely been carried out by the voluntary sector.

The introduction of the AWA provided a new opportunity to raise the profile of companion animal welfare issues in Wales and to promote amongst pet owners and keepers of animals an increased understanding of their responsibilities. In order to achieve this, the Welsh Assembly Government (WAG) has provided specific funding to raise the profile of Companion Animal Welfare issues in Wales and to broadly assess compliance levels with the new legislation.

5.4 New Tobacco Retailer Sanctions

In 2004, the Choosing Health White Paper announced that the Government would take action to prevent young people buying tobacco through strengthening sanctions against retailers who repeatedly sell tobacco to young people that are under the legal age.

This has been delivered by Section 143 of *The Criminal Justice and Immigration Act 2008* which amends *the Children and Young Persons Act 1933* to add new sections:

- 12A Restricted Premises Order
- 12B Restricted Sale Order
- 12C Enforcement
- 12D Interpretation

The purpose of this legislation is to tackle the persistent illegal sale of tobacco products to young people under the age of 18 years. It is envisaged that the sanctions available are likely to be used only in the most extreme circumstances and only where there has been evidence of previous illegal sales in a two year period.

5.5 Other Emerging Issues

The central government funded projects relating to Illegal Money Lending, Scam Busters and Regional Intelligence are now all embedded into the day-to-day business of Trading Standards Services. Newport Trading Standards is committed to working with each of these projects and plans to monitor very closely the developments in these areas.

Newport Trading Standards is also monitoring the plans to alter the proposals to change the sanctions applicable to offenders and ensure it is able to adapt in good time.

Changes in the home authority principle also require scrutiny with the Local Better Regulation Office promoting the new statutory Primary Authority system.

Newport Trading Standards has a newly established post examining Financial Investigation of offenders. The Section will continue to increase its focus on this area during appropriate investigations.

The relatively new statutory duty for 'Stray Dogs Out-of-Hours' and the increasing concern over dog fouling and dog nuisance presents the Section with an emerging threat which needs development.

6 Newport City Council Profile

Population and Geography

Newport is a city situated in the South East of Wales with the seventh highest population in Wales of 137,011 residents. Males represent 48% of the population and Females represent 52%. (Office for National Statistics (2001) *Neighbourhood Statistics* [Online])

Newport is the second most diverse city in Wales. In the 2001 census, 93% of its residents described themselves as White British, compared with the national average of 96%. More than 3,500 (2.6%) of the city's 137,000 residents are of Asian ethnic origin, making them the largest minority group. Most (nearly 2,000) are Pakistani, with Bangladeshis (more than 850) and Indians (400) forming most of the remainder. Newport has a higher-than-average proportion of black residents, although this group still numbers little more than 700 people in the city. Unlike other cities and large towns in Wales, where Black Africans tend to predominate, in Newport it is the Black Caribbean group which is the more populous of the two. (Commission for Racial Equality [Online])

Newport is the newest city in Wales and covers 73.5 sq miles; it comprises 20 wards and has two parliamentary seats (Newport East and West). For policing purposes, it comprises five sections.

Newport population appears to be growing at a consistent rate. Figures show that there was a 2.8% increase between the censuses of 1991 and 2001. Mid-year population estimates for 2006 (140,200), show that there has been a 2.2% increase since 2001 (137,011) this indicates (at mid-census point) that the population is growing at a consistent rate. Population projections indicate an increase of 13.8% by mid-2031, slightly below the all Welsh local authorities' increase of 14.1%. The population of

Newport is 95.2% white and 4.8% from minority ethnic groups. This is a higher proportion than the minority ethnic population of Wales as a whole (2.1%). The population increased from 3.5% in 1991 to 4.8% in 2001². It is likely that this will have continued to rise into this decade.

Dealing with Members of the Public

Officers from the Section provide detailed consumer advice to members of the public. Consumers firstly, contact Consumer Direct; an organisation funded by the Office of Fair Trading, for simple, first tier advice. Where the complaint remains unresolved or it is of a complex nature, it is transferred to the Section. Officers will then carry out a number of interventionist activities including; mediation between consumers and traders; assistance drafting letters; assistance in the County Court; home visits to inspect problems and; general case work.

		2005-2006	2006-2007	2007-2008	2008-2009
Advice Work	Referrals from Consumer Direct	674	662	641	723
	Other types of consumer advice case work	663	587	644	494
	Total	1337	1249	1285	1217

The Section also participates in a range of consumer education initiatives. The rationale behind this activity is that; if you provide consumers with the tools to help themselves, they will become empowered and less likely to fall victim to malpractice and less likely to need third party assistance. Initiatives include; Drugs and Alcohol Awareness Sessions, Senior Citizens Information Day, the Pre-Retirement Programme, and several events targeting older consumers.

The activity carried out to provide consumer assistance remains a priority for the Section.

The Pest and Dog Control Team

Responds to many requests from members of the public relating to pest infestations, stray dogs and dog fouling incidents. It also assists dog owners with the micro-chipping of their dogs and re-homes stray dogs. In 2008 – 2009 the Dog and Pest Control Team dealt with 3565 requests from members of the public.

The following table reflects the work carried out by the Team in 2008 – 2009 and includes a comparison with previous years.

	2006-2007	2007-2008	2008-2009
Wasp and Bees Complaints	810	1142	588
Rodent Complaints	1577	2185	1820
Dog Fouling Complaints	163	145	113
Stray Dogs Complaints	639	624	582
Dogs Through the Kennels	464	503	525
Income	£22,441.29	£23,722.82	£19,485.59

Dealing with the Business Community

The Section will operate on a model based upon intelligence, evidence and risk. Interventions with business will be carried out only where there is justification for such activity. This justification may be due to the risk based assessment programme which states that a particular business is due for an inspection; it may be due to a consumer complaint regarding a business that requires the intervention of officers; it may be due to intelligence received that a particular business or business type is causing a problem to the community; or it may be due to national or regional information that a challenge exists relating to a particular trade sector (this may even be a change in the law that requires intervention by officers to ensure responsibilities are understood and acted upon).

Occasionally the Section will wish to carry out a pilot study into a particular area where no such justification exists. This process will be carefully managed to ensure that businesses are not unduly inconvenienced and officer time is not wasted on such activity.

The Section provides advice to the business community to ensure they are aware of their existing obligations and changes in legislation.

Officers from the Section also carry out programmed inspections to businesses where advice is provided on statutory compliance. Also at such inspections (or other appropriate assessment method) officers enforce trading standards legislation and non-compliance is noted. Officers use a variety of enforcement tools to achieve compliance including informal activity such as advice or first tier warnings, to formal actions such as cautioning, forfeiture and prosecution.

The frequency of the inspections and assessments are mostly determined by UK wide inspection schemes based on a risk assessment of each business. For Animal Health and Welfare the scheme is administered by the Department for Farming and Rural Affairs (DEFRA) and for Trading Standards it is administered by the Local Authorities Co-ordinating Regulatory Services (LACORS). Details of the business profiles and targets are noted in the Section on Performance Indicators below.

Further, each supplier of fireworks/explosives and each animal establishment (pet shops, riding schools, boarding kennels etc) will receive a compliance audit to ensure fireworks are stored legally and in the case of the animal establishments licence conditions are met.

In 2008, 43 businesses registered to store fireworks and 10 requested an animal establishment licence.

7 Service Improvement

The Section continues to seek improvements to the service it provides its customers. There are a variety of mechanisms utilised to assist it achieving this aim.

- Review of the Service in comparison to Best Practice Standards
- Training and Development of Officers and Staff
- Continued and Improved Partnership Working
- Questioning the Views of Our Customers
- Meeting Performance Targets
- Improving the Profile of the Service
- Continued Improvement in Case Management and Investigative Practices
- Continued and Improved Use of the Uniform Enforcement Database
- Moving to NIM Compliance
- Improved use of Newport CC's web site
- Project Planning Principles and use of Operational Orders
- Improvement of Working Instructions and Procedures
- Continued focus on Health and Safety

The various Service Improvement Mechanisms used are fully explained in appendix 4.

8. RESOURCES

SERVICE RESOURCES & EXPENDITURE for 09/10 £

	Trading Standards	Animal Health & Welfare	Pest & Dogs Control	Kennels
Salaries	659,939	77,675	134066	57825
Service level agreements <i>(Service has no control over these costs- Inc Contact Centre, Legal, IT, HR, Central support costs etc.)</i>	115,204	14,589	17931	13740
Supplies and transport	77407	1400	39070	15478
Premises	25226	0	2614	11000
Income target	-50115	-79128	-19202	-16315
Total	827,661	14,536	174479	81728

STAFF ALLOCATION

TS Manager
 Team Leader- TS
 2 Principal TSOs
 6 (S) TSOs
 5 Fair Trading Officers
 2 Animal Health Inspectors
 2 Admin officers

 1 Snr Pest and Dogs Officer
 4 Pest and dogs operators
 1 Admin officers
 3 Kennel Assts

Newport City Council Control Strategy 2009 – 2010

Appendix 1

PRIORITY AREA	CONTROL STRATEGY	
Objective 1 DOORSTEP CRIME Protecting People from being the victim of commercial crime in their own home	Prevention	Implementation of the Trustmark Trader Assurance Scheme Undertake relevant interventions with vulnerable groups through community organisations Fully utilising media opportunities to publicise doorstep crime issues whenever possible Carry out a number of business interventions highlighting the new and extended doorstep selling regulations
	Intelligence	Build on and improve partnerships with Operation Liberal, Gwent Police, Scam Busters and ensure that an increasing number of Intel Reports are sent through to the Regional Intelligence Network
	Enforcement	Undertake joint operations with Police and other enforcement partners Continuation of Rapid Response Capability Use POCA investigations as a deterrent Use Scam Busters Team as an Enforcement Mechanism for Cross Border Criminality
	Service Improvement	Participate in the All Wales Doorstep Crime Group Ensure officers receive sufficient training to enable them to enforce legislation in this area Increase the number of Intel Reports submitted to the Regional Intelligence Network

PRIORITY AREA	CONTROL STRATEGY	
Objective2 IP CRIME Disrupting traders in the informal economy and reduce intellectual property crime	Prevention	Use results from high profile cases to publicise problems Target business community to reduce work place trade in IP infringing goods
	Intelligence	Ensure effective intelligence sharing protocols are in place with other relevant law enforcement agencies Ensure relevant Intel submitted to RIO in line with specific Intel requirements Assist RIO with production of problem profile on issues for 2009 Collate and secure the transfer of intelligence logs to the national intelligence database run by the UK Intellectual Property Office Participate actively in the Regional Intelligence Network
	Enforcement	Continue to proactively target IP Rogue Traders in Problem Sectors Continue to rigorously investigate cases referred to the Section from Third Parties Use Scam Busters Team as an Enforcement Mechanism for Cross Border Criminality To continue to fast track offenders to court with the assistance of Gwent Police Continuation of Rapid Response Capability Use POCA investigations as a deterrent Carry out a step change in the IP Enforcement of the Internet

	Service Improvement	<p>Continue to send officers on training events to ensure knowledge remains current</p> <p>To establish IP Crime within the Newport Community Safety Partnership to raise the profile of the issue and bring together local partners</p> <p>Maintain details of seizures and prosecutions for submission to UKIPO</p> <p>Develop best practice and guidance to assist in the enforcement of IP crime</p> <p>Examine the possibility of the use of Enterprise Act – to ensure that IP Crime is included in Enforcement Order and Undertakings</p>
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PRIORITY AREA	CONTROL STRATEGY	
<p>Objective 3 FOOD CHAIN Ensure that the food chain is robust from farm to fork and improve information about food health and nutrition</p>	Prevention	<p>Regional and local publicity of any appropriate results of participation in the nationally coordinated food standards sampling surveys</p> <p>Support business ensuring that audits and inspections contain a strong educational and preventative message</p>
	Intelligence	<p>Ensure relevant Intel submitted to RIO in line with generic Intel requirements</p> <p>Maintain Cross Compliance arrangements</p> <p>Maintain a register of Feed Businesses and ensure that Animal Health Inspectors pass intelligence through to the Trading Standards Team Leader</p> <p>Monitor Food Safety Alerts and check relevance of localised enforcement activity</p>
	Enforcement	<p>Ensure businesses are audited in line with the LACORS Inspection Regime</p> <p>Participate in national sampling surveys and undertake appropriate follow up enforcement action in the areas of Food Law and Feed Law</p> <p>Continue to rigorously investigate cases referred to the Section from Third Parties</p> <p>Ensure good communication across EH and TS boundaries during a food incident commencing as soon as a food incident begins</p>
	Service Improvement	<p>Continue to send officers on training events to ensure knowledge remains current and to satisfy statutory competency requirements</p> <p>Ensure that the Section complies with the requirements of Codes of Practice for Food and Feed Law</p>

PRIORITY AREA	CONTROL STRATEGY	
<p>Objective 4 ANIMAL HEALTH Prevent animal disease and enhance animal movement control, traceability and welfare</p>	<p>Prevention</p>	<p>Education of farmers locally about the importance of bio-security and early reporting of disease suspicions and about the importance of identification and traceability Companion Animals: Set up forums with other interested parties and provide advice to the commercial sector Timely input of movement information onto AMLS and AMES including regular review of performance in this area Publicise high profile court cases</p>
	<p>Intelligence</p>	<p>Audit the accuracy of AMES and AMLS databases in line with Framework Agreement Clear systems in place to ensure that LACORS communications and website are reviewed during a disease situation Ensure relevant Intel submitted to RIO in line with Generic Intel Requirements Ensure Intel sharing protocol in place with other relevant bodies (DEFRA, Food Fraud Unit) Ensure officers share intelligence with the Farm Assured Scheme</p>
	<p>Enforcement</p>	<p>Participate in all regional enforcement projects Contingency Planning: Developing effective contingency plans and providing guidance for developing disease risks Ensure LACORS template plans are developed into local contingency plans Ensure local plans are tested Consideration of shared regional stores for rabies equipment Companion Animals: Consider enforcement policy in this area</p>
	<p>Service Improvement</p>	<p>Ensure the new structure becomes effective Continue to send officers on training events to ensure knowledge remains Improve flow of Intel to RIO Produce toolkit / best practice guide to support staff with investigations Companion Animals: Utilise funding for this area to create a fixed term enforcement officer</p>

PRIORITY AREA	CONTROL STRATEGY	
Objective 5 AGE RESTRICTED SALES Preventing harm to children and nuisance caused by young people from access to restricted goods	Prevention	Provide businesses with advice and education regarding their ability to prevent illegal sales Build partnerships with relevant enforcement agencies; notably Gwent Police, the Licensing Team and the Community Safety Wardens including BEST BAR NONE Support any CS Partnership events aimed at young persons and the reduction of alcohol/tobacco use
	Intelligence	Ensure effective intelligence sharing protocols are in place with other relevant law enforcement agencies Scrutinise the 'typical offender profile' and target enforcement in that area
	Enforcement	Produce a step change to proactively target those traders identified as making illegal sales Continue to rigorously and promptly investigate cases referred to the Section from Third Parties Use increasingly sophisticated methods of enforcement such as surveillance, RIPA/CHIS, Licence Review and PNDs Proactively 'test' the internet market place
	Service Improvement	Continue to send officers on training events to ensure knowledge remains Improve flow of Intel to RIO Produce toolkit / best practice guide to support staff with investigations Attend best proactive forums and cascade information to all officers

PRIORITY AREA	CONTROL STRATEGY	
Objective 6 FAIR AND SAFE TRADING Maintaining a fair and safe trading environment for consumers and traders	Prevention	Provide consumer education opportunities to Newport's citizens Provide business education opportunities to Newport's businesses Use results from high profile cases to publicise problems Economic Downturn: Examine the discount/second hand market and issue warnings and carry out appropriate campaigns on issues causing economic detriment to consumers
	Intelligence	Carry out an analysis of available intelligence to allow appropriate targeting of 'problem traders' and 'problem business practices' Ensure relevant Intel submitted to RIO in line with Generic Intel Requirements Ensure effective intelligence sharing protocols are in place with other relevant law enforcement agencies

	Enforcement	Economic Downturn: Carry out a series of enforcement projects on issues causing economic detriment to consumers Maintain Cross Compliance arrangements Ensure businesses are audited in line with the LACORS Inspection Regime Continue to rigorously investigate cases referred to the Section from Third Parties Examine the possibility of the use of Enterprise Act – to include Enforcement Orders and Undertakings Use POCA investigations as a deterrent Fully participate in the Scam Busters Project
	Service Improvement	Continue to send officers on training events to ensure knowledge remains Improve flow of Intel to RIO Produce toolkit / best practice guide to support staff with investigations

PRIORITY AREA	CONTROL STRATEGY	
Objective 7 ENVIRONMENTAL ENFORCEMENT	Prevention	To carry out proactive and preventative work to control the problem of pest infestation To carry out proactive and preventative work to promote responsible dog ownership To consider the effectiveness of Dog Control Zones To participate in Micro-chipping Road Shows To carry out proactive and preventative work to erect Dog Control Posters and Signs To work with partners to help Newport's efforts in the Stop Newport Smoking campaign
	Intelligence	To analyse complaints in order to target prevention and enforcement work
	Enforcement	To carry out targeted work to control the problem of stray dogs To carry out targeted work to control the problem of dog fouling To carry out targeted work to enforce the smoking ban
	Service Improvement	Ensure the new structure becomes effective Ensure the Section meets the new Wales Best Practice Standards Continue to send officers on training events to ensure knowledge remains Analyse the complaints received and target enforcement based on intelligence Produce toolkit / best practice guide to support staff with investigations Attend best proactive forums and cascade information to all officers

Performance Management

Appendix 2

NAME OF INDICATOR	2006-2007	2007-2008	2008-2009	2009-2010 TARGET
Trading Standards - Number of Premises rated as High Risk (WAG Indicator 2007)	66	77	82	
Trading Standards - Percentage of High Risk Premises Inspected after factoring closed businesses (WAG Indicator 2007)	100%	100%	100%	100%
Animal Health - Number of Premises rated as High Risk (WAG Indicator 2007)	16	15	12	11
Animal Health - Percentage of High Risk Premises Inspected after factoring closed businesses (WAG Indicator 2007)	100%	100%	100%	100%
Trading Standards - Percentage of New Businesses Subject to an Inspection (WAG Indicator 2007)	8%	21%	39.29%	40%
Trading Standards - Percentage of New Businesses that submitted a Self Assessment Questionnaire (WAG Indicator 2007)	22.26%	21%	30.10%	60%
Animal Health - Percentage of New Businesses Subject to an Inspection (WAG Indicator 2007)	50%	0%	100%	100%
Animal Health - Percentage of New Businesses that submitted a Self Assessment Questionnaire (WAG Indicator 2007)	0%	0%	0%	0%
Trading Standards - Percentage of significant breaches that were rectified by intervention (WAG Indicator 2007)	73%	98%	99%	100%
Animal Health - Percentage of significant breaches that were rectified by intervention (WAG Indicator 2007)	92%	100%	88%	100%
Trading Standards - Percentage of medium risk business liable for inspection/AEA that received such an intervention (WWhoTS Indicator 2007)	63%	43%	35%	40%
Animal Health - Percentage of medium risk business liable for inspection/AEA that received such an intervention (WWhoTS Indicator 2007)	154%	100%	66%	100%
Total number of service requests (WWhoTS Indicator 2007)	2402	2885	2479	N/A
Total number of service requests per businesses liable for inspection (WWhoTS Indicator 2007)	2.99	2.88	2.15	N/A
Percentage of staff who felt the service was good, very good or excellent (WWhoTS Indicator 2007)	100%	100%	Not Completed	100%
Percentage of service users who were fairly or very satisfied with the service provided (WWhoTS Indicator 2007)	Not Available	90%	82%	100%
Percentage of businesses that were either compliant, or brought into compliance following Trading Standards intervention (DTI Indicator 2007)	Not Available	87.5%	84%	100%
Percentage of staff that received professional development training (DTI Indicator 2007)	100%	100%	100%	100%

LACORS and Defra Inspection Programmes and Profiles

The LACORS Trading Standards Business Profile:

Trading Standards: LACORS Business Profile: 2009-2010		
High (Every 12 Months)	Medium (Every 24 Months)	Low
90	1120	1904

Businesses liable for an inspection or AEA in 2009-2010		
High (Every 12 Months)	Medium (Every 24 Months)	Low
90	560	380

The Defra Animal Health Profile:

Trading Standards: LACORS Business Profile: 2009-2010		
High (Every 12 Months)	Medium (Every 24 Months)	Low
11	61	199

Farms liable for an inspection or AEA in 2009-2010		
High (Every 12 Months)	Medium (Every 24 Months)	Low
11	31	41

Service Improvement Mechanism

Appendix 4

SERVICE IMPROVEMENT MECHANISM	2009-2010 ACTIVITIES
Training and Development of Officers and Staff	There are a number of officers undertaking the Qualification Framework. Continued Officer and Staff Development will be considered through the PDP process where training gaps will be identified. The mechanisms for such training needs will be a mixture of external and internal courses, research and peer audit. It is anticipated that all members of staff will receive training in the year.
Continued and Improved Partnership Working	Partnerships will be improved in 2009-2010 particularly in relation to the Community Safety Partnership where concerns on the availability of alcohol to children, fireworks control and doorstep rogue trading will be addressed. The Section will also continue to assist with the Stop Newport Smoking project; jointly enforce the smoking ban with officers in public protection; share intelligence through the Regional Intelligence Network, with enforcement partners; and participate fully with regional and national projects.
Questioning the Views of Our Customers	The users of our service will be questioned regarding their experience when dealing with us; questionnaires will be sent out to consumers and businesses and where negative feedback is provided, in each case an investigation will be carried out.
Meeting Performance Targets	The Section will continue to meet its targets in relation to High Risk Inspections and seek to improve its performance across the board.
Improving the Profile of the Service	The Section will produce press releases and make full use of Newport Matters and the Protector and also ensure that officers from the Section are present at all relevant meetings and forum.
Continued Improvement in Case Management and Investigative Practices	The Section will keep its procedures under review and ensure that its use of RIPA, Communications Data, the NIM, Source Handling, and the Enterprise Act etc. is improved.
Continued and Improved Use of the Uniform Enforcement Database	The improvement of the use of Uniform is an ongoing project and the Section has reached a point whereby the database is a major asset to the working of the Section. The Section will continue to develop the system.
Consumer Direct Database	The Section will examine the quarterly performance reports and together with reports from the Consumer Direct Database will use the analysis as a driver for change.
Moving To NIM Compliance	The section wishes to be Intelligence Led – and this will be achieved by becoming NIM Compliant. This will be achieved by the production of an effective communications strategy; producing a strategic assessment and control strategy; training staff in the methods of Intel sharing; the use of secure data transfer; using analytical tools; sharing information with partners; access to Intel database; have strategic managers committed to NIM; and other requirements.
Improved use of Newport CC's web site	Ensure that the information on the NCC web site is current and relevant and that the forms used for fireworks and animal establishment licensing/registration are accessible on the web site
Health and Safety	The issue of health and safety will continue to be of great importance