

**Newport City Council
Public Protection
Trading Standards Section
Strategic Assessment 2010-2011**

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.

Further, the Section is home to the All Wales Scam Busters Team and the Regional Intelligence Officer.

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 priorities as well as those issues that are important in the City of Newport.

The Strategic Assessment 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 Plan, the Animal Health Framework, and the proposed Regulatory Priorities for Wales as put forward by the Local Better Regulation Office.

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 welfare and enhance animal movement control and traceability
- Protect Newport's Environment

These seven strategic priorities will drive all the work of the Section

Key Performance Targets and Strategic Priority Objectives

In its pursuit of the priorities the Section has a number of Key Performance Targets and Strategic Priority Objectives.

- The Section will aim to ensure 100% of businesses visited are brought into compliance should breaches of legislation be noted.
- The Section will continue to use inspection as a means of supporting businesses with advice and assistance and protecting consumers from unfair trading practices.
 - The Section will complete 100% of its Trading Standards and Animal Health High Risk inspections
 - The Section will complete 30% of its Trading Standards and Animal Health Medium Risk inspections (These will be planned to match some of our thematic work, making more efficient use of resources and producing a more productive outcome to the visit)
 - The Section will complete 100% inspection rate of 'home authority' premises (These visits will include a focus on any relevant aspects of our key strategic priorities)
- The Section will take prompt and appropriate action in respect of all complaints and enquiries whether they are in response to a consumer complaint, a request for business advice, a report of a stray dog or pest problem, or an application for a licence
- The Section will investigate criminal offences/civil infringements and take formal action where appropriate
- The Section will continue to allocate resources on an intelligence led and evidence based foundation

The Section will carry out a range of initiatives and interventions in respect of its seven strategic priorities; Appendix 2 outlines the operational activities that will help the Section achieve this goal.

Key operational activities are:

- The Section is in partnership with three other local authority Trading Standards Services and the company EXOR, in the launch of its first 'assured trader scheme' TRUSTMARK, which is intended to provide consumers across South East Wales with an alternative to traders knocking at the door.
- Three Dog Control Zones have been implemented in Newport and the Section will take both advisory and enforcement measures to ensure the controls are observed.
- The Section will continue to work in partnership with Gwent Police in relation to the threat of Doorstep Rogue Traders and will sign a Memorandum of Understanding which details the enforcement response to a rogue trader incident and will visit each bank and similar institution in Newport to educate staff members on the problems of rogue traders bringing victims to their bank to withdraw large sums
- The Section will continue to use the Proceeds of Crime Act to correctly target criminals and ensure they pay back to society all their illegal profits
- The Section will respond to the new Animal Feed Enforcement Priorities issued by the Food Standards Agency and increase its activities in the city's docks
- The Section will take positive action to tackle rogue traders using the internet as a market place to sell their counterfeit, unsafe and falsely described goods and services
- The Section, is in partnership with the Licensing Authority and Gwent Police will step up its response to the threat of children gaining easy access to alcohol, through its PROJECT SPEAKEASY, whereby rogue traders will be targeted for persistent selling of alcohol, licences will be reviewed following non-compliance and businesses will be advised on methods of trading lawfully.

Core Responsibilities of the Trading Standards Section

Responsibility	Description
Food Standards	<p>To ensure that food is produced and sold to minimum standards that include compositional and labelling requirements. To ensure that Food Standards Agency Food Alerts relating to food standards are dealt with promptly and efficiently.</p> <p>Enforcement is carried out by inspection, complaint investigation, project work and sampling and analysis of food products – businesses are also offered advice and guidance to ensure compliance.</p>
Product Safety	<p>To ensure that products produced, imported into the country and sold to the public are safe. Certain groups of products have been identified as being of an increased risk and therefore are required to comply with specified regulation which sets out the minimum standards for safety – such products include toys, electrical equipment, cosmetics and upholstered furniture.</p> <p>Enforcement is carried out by inspection, complaint investigation, project work and sampling and testing – businesses are also offered advice and guidance to ensure compliance.</p>

Responsibility	Description
Legal Metrology	<p>To ensure that transactions carried out by weight and measure are regulated so that equipment used for this purpose is accurate, goods bearing a weight indication are correct and that the correct unit of measurement is used to assist consumers compare the value of different products.</p> <p>Enforcement is carried out by inspection, which includes the testing and verification of equipment and the weighing of goods at retail and manufacturing outlets and complaint investigation – businesses are also offered advice and guidance to ensure compliance.</p>
Consumer Intervention	<p>To ensure that when businesses deal with consumers their rights are not infringed – this benefits both consumers and businesses by ensuring there is a fair trading environment and businesses are aware of their responsibilities. This activity covers the sale of goods and services, unsolicited goods, cold calling and many others.</p> <p>This activity is carried out by dealing with referrals of complex consumer disputes from Consumer Direct Wales, from personal callers at the office and by delivering a consumer rights education campaign in the community. Key partners include the Citizens Advice Bureau, Consumer Direct Wales, Newport Community Legal Services and the Consumer Support Network.</p>
Fair Trading	<p>To ensure that legislation is enforced relating to the descriptions applied to goods and services, price marking and misleading pricing, packaged travel holidays, video recordings, estate agency, and property mis-descriptions, unfair contract terms and energy efficiency labelling.</p> <p>Enforcement is carried out by inspection, complaint investigation, project work and sampling and testing – businesses are also offered advice and guidance to ensure compliance.</p>
Anti-counterfeiting Enforcement	<p>To ensure that the legislation relating to trade mark and copyright infringement is enforced in line with the DTI and Patent Office's national Intellectual Property Crime Strategy.</p> <p>Enforcement is carried out by inspection, complaint investigation, project work and sampling and testing – businesses are also offered advice and guidance to ensure compliance. This activity often involves the seizure of large quantities of infringing goods, surveillance of premises and the execution of entry warrants. Key partners include the police, trade mark holders and trade bodies such as the Federation Against Copyright Theft and the British Phonographic Industry.</p>
Consumer Credit	<p>To ensure that traders offering credit are correctly licensed, that advertisements containing credit information is accurate and complies with regulation and that consumers in dispute with a business concerning a credit agreement have access to expert advice.</p>

Responsibility	Description
	Enforcement is carried out by inspection, project work and complaint investigation.
Age Restricted Sales	<p>To ensure that traders are not selling age restricted goods to children. Goods that are subject to an age restriction include fireworks, tobacco, alcohol, lighter fuel, solvents and video recordings.</p> <p>Enforcement is carried out by test purchase operations using children as volunteers and advice is also given to traders to assist their compliance with the law.</p>
Fireworks and Explosives Licensing	<p>To ensure that fireworks and explosives are correctly stored, that businesses are correctly licensed and registered and that only legal fireworks are on sale.</p> <p>Enforcement is conducted by inspection and advice and the activity is carried out with other agencies within the Community Safety Partnership.</p>
Agricultural Standards	<p>To ensure that agricultural products such as feeding stuffs and fertilisers are produced and sold to minimum standards that include compositional and labelling requirements. To ensure that agricultural holdings where feeds are mixed on site are correctly registered.</p> <p>Enforcement is carried out by inspection, complaint investigation, sampling and analysis of agricultural products on farms, and at retailers, wholesalers and importers – businesses are also offered advice and guidance to ensure compliance.</p>
Animal Health and Welfare	The Section also covers legislation relating to animal health and welfare and is responsible for livestock health and welfare on farms, during transportation and at animal gatherings. Officers carry out welfare assessments on farms and livestock vehicles. The Section is also funded until March 2012 to examine the issue of commercial companion animals such as livery yards and puppy farms.
Animal Disease Control	The Section is responsible along with other agencies for enforcing the legal control measures intended to prevent and eradicate farm animal disease including the licensing of livestock movements. The Section also has a shared responsibility for measures designed to prevent Rabies from entering the United Kingdom.
Smoking Ban and Tobacco Control	<p>The Section is jointly responsible, with the Environmental Health Section, for the enforcement of the smoking ban in enclosed public spaces. The Section will continue to respond to complaints of non-compliance and issue notices and take formal action where required.</p> <p>The Section is also responsible for the control of tobacco in relation to sales to children, labelling, advertising and authenticity.</p>
Dog Control	The Section is responsible for the enforcement of stray dogs and dog fouling legislation and the enforcement of the three Dog Control Orders in place in Newport's cemeteries. The Section also operates a Kennel Service for abandoned dogs.

Responsibility	Description
Pest Control	The Section delivers a pest control service that ensures that requests relating to rats, wasps, bees and other pests are dealt with in accordance with statutory responsibilities.

The Links between the Corporate and Community Objectives of Newport City Council and the Trading Standards Section

Newport City Council has a **Corporate Plan** for the period 2009 – 2012. The plan identifies three clear aims that will guide and shape the activities of the council, they are;

- To make our city a better place to live for all our citizens
- To be good at what we do
- To work hard to provide what our citizens tell us they need

These aims translate into a number of 'key priority outcomes'.

Aim 1: To make our city a better place to live for all our citizens

- The continuation of the city regeneration programme
- The council leads local action to help tackle the effects of the economic downturn
- The Ryder Cup event is a success and its legacy is a positive force
- The council works with partners to help its communities develop and thrive, becoming healthier and better skilled
- The city and its assets are maintained in good order

Aim 2: To be good at what we do

- The delivery of services to a better standard than other cities in Wales
- The safeguarding of the interests of Newport's vulnerable children and adults
- The provision of value for money and the balancing of the budget
- Recognition that the council is a first class employer
- The securing of additional resources

Aim 3: To work hard to provide what our citizens tell us they need

- Local people having the opportunity to influence decision making
- Citizens are satisfied with the service they receive
- Requests for service are dealt with promptly and courteously
- People know what services the council offer and how to access them

Newport's Community Strategy

The community strategy is a high level document that contains the vision for improving Newport; a revised draft consultation was produced in February 2010 for the period 2010 – 2020. The strategy document sets out key priority objectives and actions which are detailed below together with the way in which the Trading Standards Section contributes to the Community Strategy.

Objective 1: To have a better quality of life

- Healthy and thriving adults and children
- Children and young people succeeding at school
- Children in Newport have the best start in life
- Adults are successful and realise their potential

Objective 2: To be a prosperous and thriving city

- Healthy and thriving adults and children
- Children and young people succeeding at school
- Children in Newport have the best start in life
- Adults are successful and realise their potential

Objective 3: To have vibrant and safe communities

- People live in a safe community
- People get on well with each other in their local community
- People live in a clean and pleasant environment

Objective 4: To deliver better public services

- Public services work together
- Local people have the opportunity to influence decision making
- People have better access to services
- People receive better services and are confident in systems

The work of the Section is driven and informed by the aims and objectives noted above.

It is clear that the work of the Trading Standards Section reflects and indeed is driven by objectives of the Corporate Plan and Community Strategy.

The work of the Section assists the maintenance of a strong economy by taking action against those businesses that operate in an unfair manner and assisting consumers and businesses with enquiries – **in the calendar year for 2009 the Section claimed back £146,369 for Newport’s consumers.**

The work of the Section assists the objective of making Newport safer in its work on product safety, fireworks enforcement and advice, rogue trader action and assisting in the efforts to curb children accessing alcohol which fuels anti-social behaviour and the fear of crime.

The work of the Section assists Newport’s efforts at helping the communities most vulnerable. This work is realised most effectively when officers take action against rogue doorstep traders who habitually prey on older citizens in their attempt to defraud them of their savings. Again, the work on preventing access of alcohol to children is equally relevant in this area.

The work of the Section assists Newport’s efforts at ensuring its citizens are healthy; officers inspect food manufacturers and retailers and ensure that nutritional claims are correct and that food is correctly described and not ‘out of date’; And again, the

prevention of access to products such as tobacco and alcohol at such early ages may prevent long term damage to the health of the children.

The work of the Dog and Pest Control Team also helps Newport be a more pleasant environment in which to live as there is control on stray dogs and fouling and pests such as rats and wasps.

Strategic Framework

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

- **Animal Health Framework Agreement**

The Section continues to be funded by the Department for Environment Food and Rural Affairs to comply with their Framework Agreement. The Agreement sets out the activities required to be undertaken by the Trading Standards Section for the purposes of Animal Health legislation; principally to ensure the problems caused by animal disease outbreaks such as Foot and Mouth Disease, do not re-occur. The Agreement requires the Section to meet minimum standards in terms of animal records checks, farm visits, and officer competency and so on. In return for these activities DEFRA provide funding for an authorised officer and administrative support.

The Framework Agreement Plan is a separate document held by the Trading Standards Section.

- **UK Strategic (Level 3) Threat Assessment October 2009 to March 2011**

In October 2009 the LACORS Trading Standards Policy Forum agreed that the following issues would be key priorities for 2010/2011.

- Mass marketing scams
- Doorstep crime
- Intellectual property crime
- Community health issues (food claims and fraud, tobacco control, alcohol sales)
- Animal disease outbreaks
- Protecting economic interests of consumers and businesses
- Internet crime and confidence in e-shopping

And separately at the centre to develop better intelligence on product safety, explosives, alcohol, and environmental related issues to ensure next years assessment is more robust.

These priorities were based upon the fourth Threat Assessment of Trading Practices Detrimental to the Interests of UK Consumers, which provides an annual stock take of key areas relevant to the work of local authority trading standards services and an analysis of emerging threats and issues that are likely to impact in 2010-11.

Following a review of the overall process, LACORS has revised the process by which the priorities are translated into annual delivery plans. In previous years LACORS has sought to develop one overall delivery plan incorporating details of all work areas. This has proved to be difficult given that resources are not controlled in this way at a national level.

This year LACORS has chosen to develop a simple strategic, high level control strategy (i.e. the priorities outlined above) on which Trading Standards Services should focus, but has not gone into the detail of how these high level objectives should be achieved. Instead, these priorities should help inform service planning at the regional and local level and the development of more detailed, separate delivery plans for each work area at the national level. Each of these areas should more appropriately be discussed and agreed between the relevant national UK regulator (where appropriate), Council Trading Standards Services and other relevant stakeholders. These groups will be responsible for monitoring progress against their delivery plan, adapting as necessary and reporting on a quarterly basis to the Policy Forum. In some areas (such as the IP Crime Group and the Scams Enforcement Group) – these processes are well developed. In other areas more work is required but LACORS hopes that all the relevant national regulators and central agencies will gradually adopt this approach over time.

The Policy Forum is also establishing a new group, the Intelligence Group – Operational Remit (IGOR), to take forward any recommendations about how the overall intelligence process should be improved. This will replace the existing Regional Intelligence Network Steering Group and the Regional Intelligence Officer Group

- **National Enforcement Priorities for Wales**

In November 2009 the Local Better Regulation Office and Welsh Assembly Government produced the document “*Consultation on National Enforcement Priorities for Wales*”

The consultation period closed in February 2010, but the draft national enforcement priorities presented in this consultation report for comment were:

- Reducing harm to individuals by promoting health improvement;
- Ensuring the safety and quality of the food chain to minimise risk to human and animal health;
- Promoting a fair and just trading environment for citizens and business; and
- Improving the local environment to positively influence quality of life and promote sustainability.

These outcomes-focused national enforcement priorities reflect the contribution of regulatory services to the national priorities of *One Wales* and the Strategic Framework; aim to address regulatory risks that exist across the nation; and promote collaborative working to control risk and deliver co-ordinated services across local authority boundaries.

- **One Wales**

The *One Wales* coalition agreement between the Labour Party and Plaid Cymru government in the National Assembly for Wales provides a progressive agenda for improving the quality of life of people in all of Wales' communities, particularly the most vulnerable and disadvantaged. It recognises that the people of Wales and their government face unprecedented challenges. Working together, the coalition signatories have devised a programme of government which meets these challenges head on. *One Wales*' ambition is to transform Wales into a self-confident, prosperous, healthy nation and society which is fair to all and sets a vision of a dynamic economy, better health and sustainable communities within a diverse and bilingual Wales. In all policy areas, *One Wales* makes explicit the goal of ensuring that all communities share in prosperity and excellent public services. Better citizen engagement by all public services is a consistent theme of the *One Wales* government. The philosophy of 'citizen-centred services' views people as more than customers of public services; they are partners in achieving better outcomes for the whole community. The model of 'co-produced services', where the beneficiaries of public services are instrumental in the design, planning and delivery of services to improve outcomes, is an essential driver for service improvement in Wales.

- **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 effective 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.

- **Newport Community Safety Partnership: Community Safety Plan 2008 – 2011**

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 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 2001. 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	2009-2010
Consumer Focussed Work	Referrals from Consumer Direct	674	662	641	723	768
	Other types of consumer advice case work	663	587	644	494	415
	Total	1337	1249	1285	1217	1183

Historically the Section has participated 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, Doorstep Crime Work Shops, Young Consumers of the Year Quiz, Crucial Crew and several events targeting consumer groups. Due to excessive workloads in 2009 – 2010 this area of work was severely affected; very little proactive preventative work was carried out by 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-home stray dogs. The following table reflects the work carried out by the Team in 2009 – 2010 and includes a comparison with previous years.

	2006-2007	2007-2008	2008-2009	2009-2010
Wasp and Bees Complaints	810	1142	588	646
Rodent Complaints	1577	2185	1820	1581
Dog Fouling Complaints	163	145	113	187
Stray Dogs Complaints	639	624	582	557
Dogs Through the Kennels	464	503	525	522
Income	£22,441.29	£23,722.82	£19,485.59	£21,763.33

In 2009 – 2010 the Dog and Pest Control Team dealt with **3516** requests.

- **Analysis of Newport Incidents**

In March 2010 the Section's Database Administration 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 key findings of this are:

1. Of the Top 50, 23 are national retailers and service providers, 4 are local finance companies, 12 are car traders and the others are miscellaneous local businesses.
2. The most complained about trader is a local "finance" business which in 2010 has been the focus of a major investigation.
3. One car trader has 104 complaints and another 86. Both traders have received visits and multiple contacts from Trading Standards in the last year.
4. The most complained about issue from the perspective of Newport consumers shows that like the national trends the two areas that predominate are the car trade and mobile phones.
5. Newport Trading Standards Officers are sending more Intelligence Reports to the Regional Intelligence Officer than any other area.

- **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.

Inspection Activity – 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). Prior to any visit to a national chain the officers will

check whether the business is subject to a **primary authority** arrangement. If it is, officers are required to check an agreed interventions plan between the business and their primary local authority.

The LACORS Trading Standards Business Profile:

Trading Standards: LACORS Business Profile: 2010-2011		
High (Every 12 Months)	Medium (Every 24 Months)	Low
92	1187	2196

Businesses liable for an inspection or AEA are as follows:

Trading Standards: LACORS Business Profile: 2010-2011		
High (Every 12 Months)	Medium (Every 24 Months)	Low
92	594	439

The Defra Animal Health Profile:

Animal Health: DEFRA Farming Profile: 2010-2011		
High (Every 12 Months)	Medium (Every 24 Months)	Low
4	67	139

Farms liable for an inspection or AEA are as follows:

Animal Health: DEFRA Farming Profile: 2010-2011		
High (Every 12 Months)	Medium (Every 24 Months)	Low
4	34	28

- **Feeding Stuffs Manufacturers** – The LACORS Risk Assessment Scheme states that all Feeding Stuffs Manufacturers are High Risk Businesses requiring an annual inspection for Trading Standards. It appears that the practice of a farmer growing hay, cereal or silage and then feeding it to livestock; whether the farmer’s own or selling on to another; means that farmer is a “Feeding Stuffs Manufacturer” for the purposes of the LACORS Scheme. This conclusion would have the effect of increasing the Trading Standards High Risk Target by at least 200 inspections. This topic is still an emerging issue and advice is required from the Food Standards Agency and LACORS.

Licensing – 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 2009 43 businesses registered to store fireworks and 13 requested an animal establishment licence.

Project work – Where there is an identified problem (for example a DTI product recall or an FSA Food Alert) or there is new legislation – contact will be made in order to ensure business compliance. This contact could be by a visit, a phone call, correspondence or a press release. In 2009 – 2010 projects included informing businesses across Newport on the new laws relating to cancellation rights on contracts concluded at consumers’ homes; visits to jewellers to make sure they complied with fair trading legislation; visits to banks to help them identify rogue traders and age restricted sales test purchase projects.

Business Advice – The Section provides advice to the business community to ensure they are aware of their existing obligations and changes in legislation. In 2009 – 2010 the Section provided advice to 174 businesses that contacted the office directly and provided advice during other activity on 81 occasions.

Home Authority Principle – Newport City Council supports the Home Authority Principle. A local authority acting as a home or originating authority will place special emphasis on the legality of goods and services originating within its area. It aims to prevent infringements by offering advice and guidance at source in order to maintain high standards of public protection at minimum cost. The Principle underpins the principles of free trade *'in fit products and services'* and acknowledges that local priorities need to be considered in the context of national and European obligations. In summary: Businesses recognise that the Home Authority Principle enables them to reduce compliance costs and implement the law in a spirit of consultation rather than confrontation. Good enforcement practices are also effective in minimising duplication and reducing public expenditure.

Sampling – In order to assess the compliance of food and agricultural products to compositional standards or to identify false descriptions or banned ingredients it is necessary for officers to sample products from the market place. Samples can be taken formally (using a procedure which is approved by statutory codes of practice and can then be used in court proceedings) or informally (if officers wish to use the results to provide advice to a business or trade sector or to use as a predictor for future formal sampling)

Test purchasing/seizures – In order to assess whether goods are counterfeit, unsafe, falsely described or incorrectly priced, officers engage in test purchasing. This activity involves covertly purchasing goods and making an assessment as to the compliance of either the goods or services themselves or the manner in which the transaction took place. Assessments can include; checking a pricing promotion has been honoured; sending goods such as toys, electrical equipment and furniture to expert test houses where they undergo safety checks; and sending goods to trade mark holders to find out if they are counterfeit.

In 2009 – 2010 officers from the Section **seized 2106 items** of goods that were suspected of being counterfeit. These goods had a **street value of £31,000**.

Formal Enforcement Action and Prosecution – As a last resort and in line with the Service's Enforcement Policy the Section will prosecute businesses (and occasionally individuals) in the criminal courts. **In the year 2009 – 2010; 36 individual cases were heard in the criminal courts; 25 cases were dealt with by way of Simple Caution; 2 formal undertakings were signed; and 1 case resulted in a forfeiture order.**

Of the prosecution cases; the legislation used was the Trade Marks Act (9 cases); the Health Act (9 cases); the Consumer Protection from Unfair Trading Regulations (6 cases); the Food Labelling Regulations (3 cases); the Copyright Designs and Patents Act (3 cases); the Animal Welfare Act (2 cases); the Business Names Act (2 cases); the Licensing Act (2 cases); and one case each for the Dogs (Fouling of Land) Act, the Fireworks Act, the Children and Young Persons Act, the General Product Safety Regulations, the Road Traffic Act and the Furniture and Furnishings (Fire) (Safety) Regulations.

Of the cases that proceeded to Simple Caution; the legislation used was the Children and Young Persons Act (17 cases); the Food Labelling Regulations (4 cases); the Health Act (2 cases); and one case each for the Licensing Act and the Consumer Protection from Unfair Trading Regulations.

The forfeiture order was made in respect of the Trade Marks Act and the Electrical Equipment (Safety) Regulations and the formal undertakings were signed in connection with the Business Protection from Misleading Marketing Regulations and the Trade Marks Act.

The Section has also issued 12 Fixed Penalty Notices in relation to individuals smoking in an enclosed public space and 10 Fixed Penalty Notices to individuals who allowed their dogs to foul on designated land.

Under the Proceeds of Crime Act the Section has obtained 2 production orders, 1 confiscation order and 1 cash seizure.

Service Improvement

Below is a list of general areas of 'service improvement'. Where areas of improvement are recognised for specific enforcement areas, these are highlighted in the Control Strategy individually.

The Section will fully utilise **media opportunities** to ensure that the messages from the Section are put into the public domain; this activity would include; deterrent messages where traders have been prosecuted; precautionary stories where consumers have been disadvantaged by a trader; stories about the good work of the officers; and messages to educate the trade and consumers.

The Section will fully participate in the **Regional Intelligence** Network by the distribution of Intelligence Reports, of local, regional and national interest, to appropriate partners, principally the Regional Intelligence Officer; but also to local partner agencies such as Gwent Police and Environmental Health (under Cross Compliance arrangements). The Section's movement towards the **National Intelligence Model** will continue and officers will continually assess and analyse data and reports from all parties to shape the priorities of the Section; such activity will include the sharing of reports of travelling rogue traders with regional enforcement partners on one hand; and on the other will include liaison with waste management officers to assess the problem areas for dog fouling. Information will be treated as intelligence to better target the work of the teams; a brief description of the National Intelligence Model is contained in the elsewhere in the appendix.

The Section will fully participate in the **regional enforcement** initiatives such as the Illegal Money Lending Unit and the Scam Busters Team. Wherever there are regional enforcement jobs recognised by the Section a request for regional assistance will be submitted.

The Section will use the **Proceeds of Crime Act** as an enforcement tool to all traders engaged in criminal lifestyles and other traders that fall within the remit of the Act. For

each case that seems likely to result in formal activity there will be an assessment made to test whether or not a financial investigation is warranted.

The Section will fully participate with **key partners** and attend best practice **forums and meetings**. Officers from the Section currently attend the WHOTS Fair Trading Group, the WHOTS IP Group, the WHOTS Consumer Direct User Group, the All Wales Doorstep Crime Group, the Stop Newport Smoking Group, the Safer Newport Burglary Group, the Safer Newport Alcohol Harm Reduction Group, the Safer Newport Joint Action Group, and the Wales Heads of Trading Standards Group. At the national level officers attend the Scam Busters UK Governance Group, the Scam Busters Managers Group and the UK Intelligence IGOR Group.

The Section will continue to analyse the needs and **competencies** of its officers and ensure that they receive sufficient **training** to enable them to achieve and exceed competency levels to enforce legislation and carry out all aspects of their roles. The Section will carry out a health check on officers' knowledge of legal process and where necessary provide support and guidance on the legislative framework by the use of best practice tool kits and models. There remain a number of officers undertaking the Qualification Framework and 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.

The Section will analyse its approach to the **Enterprise Act** and produce an action plan and subsequently a 'civil actions enforcement policy' to run alongside the criminal work currently undertaken by its officers.

The Section will continue to respond to **third party reports of criminal and civil infringements** of trading standards and public protection legislation; and aggressively pursue the investigation to its rightful conclusion. The aim of such activity is to bring businesses into compliance and to punish rogue traders.

The Section will support the **Cross Compliance** Programme within the Public Protection Service whereby inspectors of various disciplines spot problems and report for colleagues in sections across Public Protection and beyond.

The Section will continue to **question the views of 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. This area of work will expand from just the 'trading standards function' into the Dog Control, Pest Control and Kennel Service.

The Section will continue to use the **Uniform database**, not only as a depository for enforcement and service request data, but as a tool for service improvement. Effective use of the database streamlines the processes used by frontline officers and allows a more efficient service delivery. The Section will improve its examination of examine the Consumer Direct Database and will use the analysis as a driver for change.

The Section will continue its improvement of the corporate **web site** and will use it as a method to provide a portal of help and guidance to citizens and businesses and a method of promotion of the good work of the Section's officers.

The Section will be carrying out an audit of its systems and procedures to ensure that it is operating as efficiently as possible. The LBRO and LACORS Local Authority Regulatory Services **Excellence Framework** and LACORS **Best Practice Guides** will be used as a benchmark.

Staffing

Trading Standards Manager
Team Leader Trading Standards
Principal TSO
3.5 Fair Trading Officers
6 TSOs

Principal TSO- Animal health and Welfare
4 Animal Health Inspectors (2 grants funded)
0.5 Admin Asst (Grant funded)
Technical Officer
Senior pest and dog control officer
4 Pest and dog control officer

Kennel supervisor
1 kennel Assistants
2 part time kennel Assistants

Senior Technical officer
Pt time Database Analyst
Technical Support Supervisor
2 Technical Support Assistants

Appendices

1. Corporate Plan and Community Strategy
2. Newport City Council Control Strategy 2010 – 2011
3. Performance Management
4. National Intelligence Model
5. Emerging Issues
6. Key Partnership Arrangements

Corporate Plan

Clear Aim 1: To make our city a better place to live for all our citizens	
Outcomes	
1	The continuation of the city regeneration programme
2	The council leads local action to help tackle the effects of the economic downturn
3	The Ryder Cup event is a success and its legacy is a positive force
4	The council works with partners to help its communities develop and thrive, becoming healthier and better skilled
5	The city and its assets are maintained in good order
Clear Aim 2: To be good at what we do	
Outcomes	
6	The delivery of services to a better standard than other cities in Wales
7	The safeguarding of the interests of Newport's vulnerable children and adults
8	The provision of value for money and the balancing of the budget
9	Recognition that the council is a first class employer
10	The securing of additional resources
Clear Aim 3: To work hard to provide what our citizens tell us they need	
Outcomes	
11	Local people having the opportunity to influence decision making
12	Citizens are satisfied with the service they receive
13	Requests for service are dealt with promptly and courteously
14	People know what services the council offer and how to access them

Community Strategy

Objective 1: To have a better quality of life	
Outcomes	
15	Healthy and thriving adults and children
16	Children and young people succeeding in school and work
17	Children in Newport have the best start in life
18	Adults are successful and realize their potential
Objective 2: To be a prosperous and thriving city	
Outcomes	
19	Newport has a prosperous and thriving economy
20	Newport has a distinctive role as a city
21	Newport reduces its ecological footprint
Objective 3: To have vibrant and safe communities	
Outcomes	
22	People live in a safe community
23	People get on well with each other in their local community
24	People live in a clean and pleasant environment
Objective 4: To deliver better public services	
Outcomes	
25	Public services work together
26	Local people have the opportunity to influence decision making
27	People have better access to services
28	People receive better services and are confident in systems

Prevention

Prevention: Activities intended to educate and advise businesses and consumers in relation to their responsibilities and rights with the intention of preventing problems occurring

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Doorstep Crime	Trustmark	Implementation of the Trustmark Trader Assurance Scheme; a public reassurance scheme intended to present consumers with an alternative to traders who knock on the door plying for trade	50 Newport based traders signed onto the scheme by 31 March 2011	All Year	2; 4; 5; 7; 15; 18; 19; 22; 24; 26	Mark Hopkins
Doorstep Crime	Education Talks	Undertake relevant interventions with vulnerable groups through community organisations to take the message of 'If in doubt keep them out' directly to consumers	5 Talks by 31 March 2011	All Year	2; 4; 5; 7; 15; 18; 19; 22; 24; 26	Mark Hopkins
Doorstep Crime	Business Guidance	Carry out a number of business interventions highlighting the new and extended doorstep selling regulations through a variety of methods such as; articles in the Local Media and the NCC web site and meet with the Chamber of Commerce with a view to cascading	Production of two press releases and meeting with business leaders	Quarter 2	2; 4; 5; 7; 15; 18; 19; 22; 24; 26	Mark Hopkins

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
		information through their communication channels				
Doorstep Crime	Cold Calling Control Zones	The Section will continue to scan intelligence and respond to requests from the community to introduce CCCZ. The Section will use the Safer Newport CCCZ Toolkit and ensure the zone is approved through the Safer Newport Joint Action Group.	Each request for a CCCZ will be formally assessed in line with the procedure.	All Year	2; 4; 5; 7; 10; 15; 18; 19; 22; 24; 26	Mark Hopkins
Doorstep Crime	The Bank Job	The Section will re-visit the financial institutions in Newport to re-enforce the message that cashiers should question large withdrawals of cash from older customers as this may be the result of a doorstep rogue trader. Trading Standards will work with the police through Safer Newport on this initiative.	50 visits	Quarter 2	2; 4; 5; 7; 10; 15; 18; 19; 22; 24; 26	Mark Hopkins
IP Crime	Fake Free Market Campaign	The Section will work proactively with car boot and outdoor markets to ensure that fake goods are not sold from their sites. The Section will utilise and publicise the 'Fake Free Market' Campaign promoted through LACORS.	Visits to 3 site managers	Quarter 1	1; 2; 3; 7; 12; 15; 19; 22; 24	Mark Hopkins

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Food Chain	Business Guidance	Support business ensuring that audits and inspections contain a strong educational and preventative message utilising tactics such as sampling and research	Advice will be provided to food and feed producers and importers on 250 occasions [Figures for 2009 were 280]	All Year	2; 4; 7; 12; 13; 14; 15; 19	Lindsay Horth
Animal Health and Welfare	Livestock Business Guidance	Education of livestock businesses locally about the importance of bio-security and early reporting of disease suspicions and about the importance of identification, traceability and welfare.	Advice will be provided to livestock businesses on 30 occasions	All Year	2; 4; 15; 19; 24; 25	Lindsay Horth
Animal Health and Welfare	Contingency Planning	Developing effective contingency plans and providing guidance for developing disease risks	Contingency plans and annexes will be completed and sent to WAG by 30 April 2010	Quarter 1	2; 4; 15; 19; 24; 25	Lindsay Horth
Animal Health and Welfare	Companion Animals Forum	Attend forums with other interested parties and provide advice to the commercial sector	Officers will attend 4 forums and 4 officer meetings throughout the year	All Year	2; 4; 15; 19; 24; 25	Lindsay Horth
Animal Health and Welfare	AMLS and AMES	Timely input of movement information onto AMLS and AMES including regular review of performance in this area	Each report will be inputted within 5 days of receipt	All Year	2; 4; 15; 19; 24; 25	Lindsay Horth

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Animal Health and Welfare	Animal Business Operator Guidance	The Section will carry out a number of interventions with the operators of animal businesses such as breeders, pet shops, pet sitters, dog walkers and groomers etc in order to ensure they are fully aware of the best practice animal welfare standards to which they must adhere	Advice will be provided to animal business operators on 50 occasions	All Year	2; 4; 15; 19; 24; 25	Lindsay Horth
Animal Health and Welfare	Consumer Welfare Guidance	The Section will carry out guidance sessions to consumers regarding animal welfare issues under the CAWES funding	10 sessions will be provided	All Year	2; 4; 15; 19; 24; 25	Lindsay Horth
Age Restricted Sales and Fair and Safe Trading	Business Guidance	Provide businesses with advice and education regarding their ability to prevent illegal sales	Advice will be provided to 100 businesses		19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Ruth Harris
Age Restricted Sales	Enforcement Partners	Build partnerships with relevant enforcement agencies; notably Gwent Police, the Licensing Team and the Community Safety Wardens	The Section will attend each Safer Newport Meeting		22; 23; 24; 25; 26; 15; 16; 17; 12; 13; 14; 4	Ruth Harris
Fair and Safe Trading	Consumer Education	Provide consumer education opportunities to Newport's citizens	4 sessions will be provided	All Year	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Ruth Harris

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Fair and Safe Trading	Fireworks Storage and Sales Advice	For each business intending to sell fireworks advice and guidance will be provided relating to the licensing system, the correct storage requirements and the dates on which legal sales can be made.	Each licence application will be processed within two weeks of receipt and each applicant will receive guidance.	Quarter 3	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Mark Hopkins
Fair and Safe Trading and Age Restricted Sales	Fireworks Campaign	With partners in Safer Newport the Section will join the media campaign for the safe use of fireworks in Newport.	Each meeting will be attended and a press release will be sent out.	Quarter 3	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Mark Hopkins
Protect Newport's Environment	Pest Infestation	Carry out proactive and preventative work to control the problem of pest infestation	Complete 1500 service requests [Figures for 2009 were 1581]	All year	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth
Protect Newport's Environment	Baiting in Sewers	Carry out a programme of baiting in Newport's sewers in partnership with Dwr Cymru	Complete a plan of action	All year	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth
Protect Newport's Environment	Responsible Dog Ownership	Carry out proactive and preventative work to promote responsible dog ownership; activities will include the provision of dog waste bags; poster campaigns in problem areas; leaflet distribution; re-homing advice and assessment; and micro-chipping of dogs.	Complete a plan of action	All year	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Protect Newport's Environment	Dog Control Zones	Consider the expansion of Newport's Dog Control Zones	Respond to each request from the Parks Section	All year	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth
Protect Newport's Environment	Dog Welfare – Kennels	For each dog that attends the kennels the officers will treat the animal with kindness and care and provide each dog with vaccinations and required veterinary care	Record and monitor the number of dogs passing through our care	All year	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth
Protect Newport's Environment	Dog Re-homing – Kennels	Through a combination of officers' efforts and partnership working with dog charities the section will endeavour to re-home as high a percentage possible of dogs that are not reclaimed or dangerous.	100% of dogs that are not reclaimed or dangerous are re-homed	All year	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth
Protect Newport's Environment and Animal Health and Welfare	Newport City Homes Open Day	Officers from the Section; particularly Animal Health Inspectors and Dog Wardens and Kennel Officers; will attend the Open Day to put out a positive animal welfare message to Newport's citizens.	Attendance of 2 officers for the day	May 2010	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth
Protect Newport's Environment	Stop Smoking Campaign	Work with partners to help Newport's efforts in the Stop Newport Smoking campaign	Attend each partnership meeting	Each quarter	4; 12; 13; 14; 15; 16; 17; 18; 24; 25	Mark Hopkins

Enforcement

Enforcement: Proportionate and responsible enforcement activities necessary to investigate reports of businesses and individuals breaching trading standards and public protection legislation and for the surveillance of the market place to ascertain compliance

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Doorstep Crime	Rogue Trader Days of Action	Undertake joint operations with Police and other enforcement partners such as Rogue Trader Day	Officers from the Section will participate in the National Rogue Trader Day and participate in 4 other local action days	Quarters 2 and 3	2; 4; 5; 7; 15; 18; 19; 22; 24; 26	Mark Hopkins
Doorstep Crime and IP Crime	Rapid Response Enforcement	Continuation of Rapid Response Capability as set out in the Memorandum of Understanding with Gwent Police.	For each report of a rogue trader incident; the Section will respond	All year	2; 4; 5; 7; 15; 18; 19; 22; 24; 26	Mark Hopkins
Doorstep Crime and IP Crime	Fast Track Court Action	To continue to fast track offenders to court with the assistance of Gwent Police	Action taken when appropriate	All year	2; 4; 5; 7; 15; 18; 19; 22; 24; 26	Mark Hopkins
IP Crime and Fair and Safe Trading	Anti-counterfeiting Enforcement	Continue to proactively target IP and other Rogue Traders in Problem Sectors	Carry out 5 inspections at Newport's outdoor markets, car boot fairs and other outlets	All year	2; 4; 7; 15; 17; 18; 19; 22; 24;	Mark Hopkins

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
All areas	Internet Enforcement	Carry out a step change in the IP and Fair and Safe Trading Enforcement of the Internet	Complete 25 inspections each quarter for Newport sellers on the internet Complete 5 test purchases each quarter on the internet	All year	2; 4; 7; 15; 17; 18; 19; 22; 24;	Ruth Harris
IP Crime, Food Chain, Age Restricted Sales and Fair and Safe Trading	Licensed Premises	Officers will carry out a series of inspections to pubs and clubs providing advice and carrying out market surveillance. Areas under scrutiny will be Proof of Age, Food Descriptions, Allergens Labelling, Spirits Authenticity and Price Promotions	Complete 50 inspections	Quarter 1	1; 2; 3; 7; 12; 15; 17; 18; 19; 20; 22; 24	Mark Hopkins
Food Chain	Home Authority and Local Business Sampling	From local producers and importers and other businesses governed by Food Standards Law and Feed Law samples will be taken; appropriate enforcement action will then be taken. This activity will be outside of the national campaigns.	Complete 20 samples	All year	2; 4; 19; 20; 24	Lindsay Horth
Food Chain	Feed Hygiene Enforcement	Maintain a register of Feed Businesses and carry out risk assessed visits of each farm	Maintenance of Register	All year	2; 4; 7; 12; 13; 14; 15; 19	Lindsay Horth

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Food Chain	Local claims	This survey will be focused on checking paperwork at retail and catering businesses to ensure any claims relating to local produce are accurate. Local authorities will be expected to focus on claims relating to their own area / region.	Complete 30 inspections and 30 checks	Sampling period from 1 May 2010 until 31 August 2010	2; 4; 7; 12; 13; 14; 15; 19	Lindsay Horth
Food Chain	Salt in bread	The survey will focus on working with local bakers to assess and reduce the salt content in bread. The work of local authorities will be support by a toolkit to be developed by LACORS and the FSA, which will help authorities to work with the businesses on recipes, provide a standard approach to sampling and respond to common queries. The toolkit will be developed in partnership with the National Master Bakers Association.	Assistance will be given to 10 businesses	Sampling period from 1 July 2010 – 30 November 2010	2; 4; 7; 12; 13; 14; 15; 19	Lindsay Horth
Food Chain	Takeaways	This survey will therefore focus specifically on takeaways from Indian / Chinese / Asian food businesses. LACORS will develop a flexible protocol to enable local authorities to focus on the analysis that best fits with their local community, local priorities and resource levels. The protocol will accommodate allergens, salt, fat and	The Section will complete 15 visits and 15 samples	Sampling period from 1 November 2010 – 31 January 2010	2; 4; 7; 12; 13; 14; 15; 19	Lindsay Horth

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
		artificial colours, but each local authority will be able to choose which, and how many of these, are analysed.				
Animal Health and Welfare	Contingency Plan Testing	Ensure local contingency plans are tested and fit for purpose	A desk top assessment will be completed	Quarter2	2; 4; 15; 19; 24; 25	Lindsay Horth
Age Restricted Sales	Rogue Trader Test Purchasing	Produce a step change to proactively target those traders identified as making illegal sales using increasingly sophisticated methods of enforcement such as surveillance giving due consideration to the new 'persistent selling' offences for alcohol and tobacco	3 Operations will be carried out.	All year	22; 23; 24; 25; 26; 15; 16; 17; 12; 13; 14; 4	Ruth Harris
Age Restricted Sales	General Test Purchasing	Carry out a general test purchasing alcohol programme for traders where there is no overt intelligence using effectively the powers for Trading Standards Officers to issue Penalty Notices for Disorder. A media campaign will then be embarked upon as a deterrent for traders during the summer months.	Complete 30 test purchase attempts. For each appropriate sale issue a PND and a Safer Newport press release	June 2010	22; 23; 24; 25; 26; 15; 16; 17; 12; 13; 14; 4	Ruth Harris
Age Restricted Sales	Licence Review	Commence the proactive use of Licence Reviews for the sales of alcohol to children	Complete an 'Assessment of Need for Licence Review' Form following each illegal alcohol sale	All year	22; 23; 24; 25; 26; 15; 16; 17; 12; 13; 14; 4	Ruth Harris

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Fair and Safe Trading	Operation Ironside	The Section will continue a large scale investigation into a Newport company that is suspected of committing offences of unfair trading, fraud and money laundering. This operation is significant in terms of the detriment caused to the UK consumer and economy and the resources required by the Section to progress the case to a satisfactory conclusion.	Completion of the unfair trading investigation by 31 August 2010.	Quarters 1 and 2	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Ruth Harris
Fair and Safe Trading	Screen Testing Survey – Imported Toys	In partnership with WHOTS the Section will carry out a test purchase and screen test operation on cheaper imported goods	The Section will carry out 25 visits and screen test 50 goods. WHOTS will receive the return in good time.	Quarter 1	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Ruth Harris
Fair and Safe Trading	Second Hand Goods Enforcement	Economic Downturn: Examine the discount/second hand market and issue warnings and carry out appropriate campaigns on issues causing economic detriment to consumers	The Section will carry out 10 visits and screen test 20 goods.	Quarter 2	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Ruth Harris
Fair and Safe Trading	Economic Downturn Projects	Economic Downturn: Carry out a series of enforcement projects on issues causing economic detriment to consumers; areas of concern include businesses making false claims; and businesses not providing consumers with all their statutory information.	Complete 4 Operations	Each Quarter	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Matthew Cridland

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Fair and Safe Trading	Fuel Testing	The Section will carry out an inspection programme looking into the deliveries of fuel to consumers. With the rising cost of fuel and problems located in the market in recent months there is a need for surveillance in this market place. Petrol Station Forecourts, LPG and Bulk Fuel will all be subject to the survey.	Complete 10 Petrol Station Forecourts inspections; 2 LPG tests; and one bulk fuel inspection.	Quarter 2	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	
Fair and Safe Trading and Age Restricted Sales	Fireworks	Each business licensed to sell fireworks will receive an enforcement inspection; the Section will respond and investigate any allegations that businesses are selling fireworks on illegal dates of selling fireworks to children; the Section will also investigate reports of illegal and unlicensed sales of fireworks	Process each licence to service standards. Inspect each licensed business. Respond to each complaint of malpractice.	Quarter 2 and Quarter 3	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25; 24	Mark Hopkins
Fair and Safe Trading	Weighbridge Project	The Section will participate in a two year LACORS sponsored national project which proposes to look at those weighbridges used in the landfill and recycling industries and report on a national basis the nature of the problems found.	Inspect 5 businesses and submit information returns to LACORS The Tri-Plate weigher at the VOSA Coldra Site will also be tested twice in the year	Quarter 1 Throughout the year	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Mark Hopkins

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Fair and Safe Trading	HIPS and EPCs Estate Agents Project	Following a project whereby advice was provided to Newport's Estate Agents in 2008/09 a follow up surveillance project will be carried out to establish compliance with the requirements	20 Enforcement activities to be completed	Quarter 3	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Mark Hopkins
Fair and Safe Trading	Operation Gothenburg	The Section requires the setting up of a house in order to secure the delivery of a number of goods and services to progress operations whereby a visit to a home by a trader is required. There is a need to affect the delivery of motor parts; a skip; and carry out alcohol home delivery test purchase activity. Following an initial phase of Operation Gothenburg; an assessment will be carried out to discover if a second phase is required in a different house.	Securing of a suitable house. The securing of 3 deliveries for three ongoing cases.	Quarter 1	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Ruth Harris
Protect Newport's Environment	Stray Dogs Enforcement	Carry out targeted work to control the problem of stray dogs	Accurate reporting of 'patrol' work and figures submitted to TSM	All Year	4; 8; 12; 13; 14; 15; 22; 24; 25; 2	Lindsay Horth
Protect Newport's Environment	Dog Fouling	Carry out targeted work to control the problem of dog fouling; issue fixed penalty notices when offence witnessed; seek ways to measure improvement when an area has received a 'hotspot operation'. Work with enforcement partners.	Carry out 10 'hotspot operations'		4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Protect Newport's Environment	Dog Control Zones	Carry out targeted enforcement in relation to Newport's Dog Control Zones in partnership with the Community Safety Wardens.	Carry out 2 education operations Carry out 2 enforcement operations	Quarter 1 Quarter 2	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth
Protect Newport's Environment	Smoking Ban	Carry out targeted work to enforce the smoking ban on an intelligence led basis	Respond to each report and analyse intelligence	All Year	4; 12; 13; 14; 15; 16; 17; 18; 24; 25	Mark Hopkins
Protect Newport's Environment	Smoke Testing	The Section aims to liaise with colleagues in Environmental Health to assist with smoke testing which are designed to identify routes for pests such as rats.	Make contact and develop a protocol	Quarter 1	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Lindsay Horth

Intelligence

Intelligence: In order to continue to move towards the National Intelligence Model the Section will progress its improvement of systems whereby action is taken and resources deployed, only after analysis of the trends, complaints, reports and markets that are effected by that area of enforcement.

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Doorstep Crime	Partnerships Improvement	Build on and improve partnerships with Operation Liberal, Gwent Police, Scam Busters	Continued Working	All Year	2; 4; 5; 7; 10; 15; 18; 19; 22; 24; 26	Matthew Cridland
All Areas	Information Sharing Protocols	Ensure effective intelligence sharing protocols are in place with other relevant law enforcement agencies	Continued Working	All Year	2; 4; 5; 7; 10; 15; 18; 19; 22; 24; 26	Matthew Cridland
IP Crime	UK IPO Reporting	Collate and secure the transfer of intelligence logs to the national intelligence database run by the UK Intellectual Property Office	Continued Working	All Year	1; 2; 3; 7; 12; 15; 19; 22; 24	Mark Hopkins
Food Chain	Food Safety Alerts	Monitor Food Safety Alerts and check relevance of localised enforcement activity	Continued Working	All Year	2; 4; 7; 12; 13; 14; 15; 19	Lindsay Horth
Animal Health	AMES and AMLS Audit	Audit the accuracy of AMES and AMLS databases in line with Framework Agreement	Continued Working	All Year	2; 4; 15; 19; 24; 25	Lindsay Horth
Animal Health	Disease Outbreak Comms Review	Clear systems in place to ensure that LACORS communications and website are reviewed during a disease situation	Continued Working	All Year	2; 4; 15; 19; 24; 25	Lindsay Horth

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Animal Health	Farm Assured Scheme	Ensure officers share intelligence with the Farm Assured Scheme	Continued Working	All Year	2; 4; 15; 19; 24; 25	Lindsay Horth
All Areas	Complaints Analysis	Analyse complaints on Uniform and Consumer Direct Database in order to target prevention and enforcement work	Continued Working	All Year	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25	Ruth Harris

Service Improvement

Service Improvement: In order to continue to move the Section's performance forward particular service improvements activities will be completed

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Doorstep Crime	All Wales Doorstep Crime Group	Participate in the All Wales Doorstep Crime Group	Continued Participation	All Year	2; 4; 5; 7; 10; 15; 18; 19; 22; 24; 26	Matthew Cridland
Protect Newport's Environment	Kennels Awards	The Section will endeavour to achieve a Gold Local Authority Kennel Award	Submission of application	Quarter 2	6	Matthew Cridland

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Food Chain	Feed Sampling	Seek additional funding from the Food Standards Agency to assist the Section meet its responsibilities caused by the existence of a third country feed importer at Newport Docks. Funds will be applied for to assist with sampling and officer time.	Submission of application	Quarter 1	2; 4; 7; 12; 13; 14; 15; 19; 10	Matthew Cridland
Fair and Safe Trading	BIS Fighting Fund	The Section will seek to recoup a proportion of the investment placed into Operation Ironside from the Fighting Fund set up by the Department for Business Innovation and Skills for tackling unfair trading cases of national importance.	Application made to BIS	April 2010	19; 2; 4; 12; 13; 14; 15; 16; 18; 22; 25; 10	Matthew Cridland
Food Chain	Food and Feed Competency Requirement	Food Standards and Feeding Stuffs Enforcement require competent officers to satisfy statutory competency requirements; the levels of training will be monitored and controlled	Each Food and Feed Officer to receive training as set out in Codes	All Year	2; 4; 7; 12; 13; 14; 15; 19	Matthew Cridland
Food Chain	Codes of Practice for Food and Feed Law	Ensure that the Section complies with the requirements of Codes of Practice for Food and Feed Law	Assessment made and report submitted	1 July 2010	2; 4; 7; 12; 13; 14; 15; 19	Matthew Cridland
Animal Health and Welfare	Equipment Audit	Audit of rabies equipment	Assessment made and report submitted	1 June 2010	2; 4; 15; 19; 24; 25	Matthew Cridland

Control Strategy Area Priority	Activity Description	Activity Detail	SMART Targets	Anticipated Date of Activity	Council Objective Links	Responsible Officer
Food Chain and Fair and Safe Trading	FSA, section 70 NMO and Hallmarking Return	There are statutory returns required from the Food Standards Agency, the National Measurement Office and the Assay Office regarding their spheres of interest. The Section will ensure that these returns are sent to these agencies promptly.	Timely submission of returns	Various dates	2; 4; 7; 12; 13; 14; 15; 19	Matthew Cridland
Protect Newport's Environment	CIEH Best Practice	Ensure the Section meets the new Wales Best Practice Standards	Assessment made and report submitted	All Year	4; 8; 12; 13; 14; 15; 22; 24; 25; 27	Matthew Cridland
Animal Health and Welfare and Fair and Safe Trading	EU Services Directive	Ensure that the Section's Licensing processes are fully compliant with the EU Services Directive.	Completed system produced	Quarter 1	12; 13; 27; 28	Matthew Cridland

Performance Management

Appendix 3

Name of Indicator	2007-2008	2008-2009	2009-2010	2010-2011 TARGET
Trading Standards - Number of Premises rated as High Risk (WAG Indicator)	77	82	45	92
Trading Standards - Percentage of High Risk Premises Inspected after factoring closed businesses (WAG Indicator)	100%	100%	100%	100%
Animal Health - Number of Premises rated as High Risk (WAG Indicator 2007)	15	12	12	XX
Animal Health - Percentage of High Risk Premises Inspected after factoring closed businesses (WAG Indicator)	100%	100%	100%	100%
Trading Standards - Percentage of New Businesses Subject to an Inspection (WAG Indicator 2007)	21%	39.29%	10%	20%
Trading Standards - Percentage of New Businesses that submitted a Self Assessment Questionnaire (WAG Indicator)	21%	30.10%	41%	50%
Animal Health - Percentage of New Businesses Subject to an Inspection (WAG Indicator)	0%	100%	69%	100%
Animal Health - Percentage of New Businesses that submitted a Self Assessment Questionnaire (WAG Indicator)	0%	0%	0%	0%
Trading Standards - Percentage of significant breaches that were rectified by intervention (WAG Indicator)	98%	99%	99%	100%
Animal Health - Percentage of significant breaches that were rectified by intervention (WAG Indicator)	100%	88%	100%	100%
Trading Standards - Percentage of medium risk business liable for inspection/AEA that received such an intervention (WHoTS Indicator)	43%	35%	8%	30%
Animal Health - Percentage of medium risk business liable for inspection/AEA that received such an intervention (WHoTS Indicator)	100%	66%	133%	30%
Total number of service requests (WHoTS Indicator)	2885	2479	2429	N/A
Total number of service requests per businesses liable for inspection (WHoTS Indicator)	2.88	2.15	2	N/A
Percentage of staff who felt the service was good, very good or excellent (WHoTS Indicator)	100%	Not Completed	Not Completed	100%

Name of Indicator	2007-2008	2008-2009	2009-2010	2010-2011 TARGET
Percentage of service users who were fairly or very satisfied with the service provided (WHoTS Indicator)	90%	82%	79%	95%
Percentage of businesses that were either compliant, or brought into compliance following Trading Standards intervention (DTI Indicator)	87.5%	84%	80%	90%
Percentage of staff that received professional development training (DTI Indicator)	100%	100%	100%	100%

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; and Level 3- National and International

Food Samples Database

UK FSS: The Food Standards Agency has produced a national database for food samples. Their expectation is that, from 1 January 2010, all food samples should be inputted, not only on local databases, but on the central database held by the agency. The Section does not have the resources to carry out this activity, which accounts to doubling the time taken on the administration of samples.

LACORS Code of Practice – Age Restricted Sales

LACORS has updated its test purchasing guidance in the light of the new requirements and guidance relating to RIPA. The key changes are minor amendments (for example legislative references) but the rest of the guide remains largely as it was in September 2009.

Persistent Selling Offence

Enforcement action to tackle retailers selling alcohol to children is an identified driver in Working Together to Reduce Harm – The Substance Misuse Strategy for Wales 2008-2018. Indeed, in the Policing and Crime Act 2009, the government has tightened the law on retailers who “persistent sell” alcohol to children. Retailers commit this offence when they sell alcohol to children twice in a three month period.

The Trading Standards Section will therefore continue its enforcement strategy into problem traders who recklessly and purposefully sell such products to children.

OFT guidance for second hand car dealers: Compliance with the Consumer Protection from Unfair Trading Regulations 2008 and the Sale of Goods Act 1979 (as amended)

As part of its second hand car market study, the Office of Fair Trading has conducted a public consultation on draft guidance for second hand car dealers on compliance with the Consumer Protection from Unfair Trading Regulations 2008 and the Sale of Goods Act 1979 (as amended).

The guidance is being produced primarily for second hand car dealers. The consultation concerned the application of the Consumer Protection from Unfair Trading Regulations 2008 and the Sale of Goods Act 1979 (as amended) to second hand car dealers. The primary focus of the guidance is on used car sales made through forecourts or other trade premises. However, in respect of compliance with the Consumer Protection from Unfair Trading Regulations, it is also relevant to dealers who sell through auctions. The guidance does not cover the private sale of cars.

The Section will consider closely the outcome of the consultation as this will shape its approach to enforcement and advice in the second hand car market.

National enforcement priorities for feed authorities in Great Britain – 2010/2011

In March 2010 the Food Standards Agency issued guidance relating to animal feed controls. The aim of the guidance was to assist local authorities to better target their official control activities on animal feed and was based on intelligence gathered by the Agency during 2009.

For the first time the enforcement priorities have been set out in three short chapters to help more clearly identify the priorities which relate respectively to ports of entry; feed compounders and other feed business operators to which Annex II of EC Regulation 1831/2003 on feed hygiene apply; and primary production. All the priorities relate to activities which could, if not properly controlled, compromise animal feed safety and potentially public health.

The safety of animal feed is an essential element in protecting the food chain as evidenced by the dioxin in pork incident which led to large amounts of food in the UK being removed from retail sale. Additionally, fraudulent use of melamine in animal feed and the resultant extension of this practice to food led to the deaths of 6 infants in the Far East and serious illness in 30,000 others. As a result stringent controls were introduced in respect of feed and food imported from The People's Republic of China.

When planning feed control activities for 2010/2011, the information detailed in the guidance should be taken into consideration and used to inform both inspections/sampling undertaken at feed businesses and official controls of feed at points of entry.

Feed authorities responsible for points of entry should – monitor consignments of all materials intended for use in animal feed entering ports, carrying out systematic documentary checks, random identify checks and sampling for analysis as appropriate in accordance with Article 15 of Regulation 882/2004 on the official control of feed and food. Feed authorities should liaise with Port Health Authorities to share information.

All feed authorities responsible for points of entry should monitor consignments of animal feed to ensure that products in Annex I of EC Regulation 669/2009 (the high-risk list) enter the UK having first passed through an appropriate designated point of entry (DPE).

In considering which feed products to sample for analysis, feed authorities should give priority to feed materials (in particular minerals and pre-mixtures) which originate from outside the EU.

Monies are available from the Agency to support the analysis of feed imported from outside the EU as part of the annual imported sampling programme.

The guidance also establishes a number of key enforcement priorities for Official Feed Business Operators such as farmers.

Areas of Service Provision	Purpose	Partners
Cardiff County Council Scientific Services	To analyse food to assess compliance	Public Analyst and staff
WHOTS Consumer Affairs Group	To co-ordinate consumer services across Welsh trading standards services	Representatives of the 22 Welsh authorities.
County Court Users Group	To improve the experience of court users and share experiences and best practice	Other court users
CAPS Uniform Users Group	Sharing of good practice	Other local authorities using the CAPS Uniform system
Tobacco Action Group	To improve the health of the citizens of Newport	Relevant sections of the council, local health board, ASH Wales
Alcohol Harm Reduction Forum	To improve the health of the citizens of Newport, to co ordinate education and enforcement initiatives.	Relevant sections of the council, local health board, Gwent Police.
Trading Standards South East Wales TrustMark	To provide consumers with a pool of approved traders.	Representatives of the 5 Greater Gwent authorities.
Companion Animals Forum	Liaison with companion animal welfare partners.	Representatives of the 5 Greater Gwent authorities, charities and RSPCA.
Welsh Heads of Trading Standards (WHOTS)	To ensure there is co-ordination and enforcement consistency and the sharing of best practice in Wales	The heads of trading standards of the 22 Welsh authorities.
Community Safety Partnership	To reduce anti-social behaviour and the fear of crime in Newport.	Gwent Police, other services from the city council and others

Enforcement Forums

Organisation	Description	Members
WHOTS Fair Trading Group	To concentrate on issues such as rogue traders, counterfeiting, credit and internet trading	Representatives of the 22 Welsh authorities.
WHOTS Metrology Group	To concentrate on issues relating to Weights and Measures	Representatives of the 22 Welsh authorities.
WHOTS Food and Agriculture Standards Group	To concentrate on issues relating to Food and Agriculture Standards	Representatives of the 22 Welsh authorities.

Organisation	Description	Members
WHOTS Product Safety Group	To concentrate on issues relating to Product Safety, Explosives and Age Restricted Sales	Representatives of the 22 Welsh authorities.
WHOTS Intellectual Property Group	To concentrate on issues relating to IP matters	Representatives of the 22 Welsh authorities.
WHOTS Animal Health and Welfare Group	To concentrate on issues relating to animal health and welfare matters.	Representatives of the 22 Welsh authorities.
Gwent Police	To assist officers with enforcement activities which may include breaches of the peace - including the execution of entry warrants and seizures	Gwent Police
Greater Gwent Food Group	To concentrate on local food standards issues	Representatives of the 5 Greater Gwent authorities.
Financial Investigation	To ensure that offenders who have profited from illegal activity have recovered from them the benefits of their crime	Financial Investigators, NPIA, RART
Local Substance Misuse Action Team	To attempt to reduce the availability of products such as alcohol, solvents and tobacco.	Gwent Police, LHP, Health Promotion Specialist, Gwent Alcohol Project, other city council services
Safer City Events	To reduce crime connected to the licensed trade	Gwent Police, Environmental Health Section, South Wales Fire and Rescue Service
Office of Fair Trading	Consumer Credit exchange of information.	Consumer Credit Licensing Bureau
Food Standards Agency		
ELSPA, FACT, MCPS, FAST, BPI	Industry groupings that assist officers identify counterfeit products and provide practical assistance with enforcement	ELSPA, FACT, MCPS, FAST, BPI
Joint Action Group (JAG)	To ensure relevant initiatives and enforcement activities are coordinated.	NCC Public Protection, Gwent Police
South Wales Animal Feed Group	To ensure consistent enforcement approach and to arrange coordinated sampling of animal feed.	8 local authorities and the Public Analyst.
National Animal Feed Ports Panel	To encourage a common approach to animal feed enforcement issues at ports.	Local authorities with a port receiving imports of animal feed, FSA, VMD