

## Notice of Meeting

# Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service Committee

**Date & time**

Wednesday, 29  
March 2017 at 11.30  
am

**Place**

Committee Room C,  
County Hall, Kingston  
upon Thames, Surrey  
KT1 2DN

**Contact**

Joss Butler  
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Tel 020 8541 9702

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**This meeting will be held in public. If you would like to attend and you have any special requirements, please contact Joss Butler on 020 8541 9702.**

**Members of the Committee**

Councillor Richard Walsh (Surrey County Council)  
Councillor Margaret Aston (Buckinghamshire County Council)

**Advisory Members:**

Mrs Kay Hammond (Surrey County Council)

## **AGENDA**

### **1 APOLOGIES FOR ABSENCE**

### **2 MINUTES OF THE PREVIOUS MEETING**

(Pages 1  
- 6)

To agree the minutes of the previous meeting.

### **3 DECLARATIONS OF INTEREST**

To receive any declarations of disclosable pecuniary interests from Members in respect of any item to be considered at the meeting.

### **4 PROCEDURAL ITEMS**

#### **MEMBERS' QUESTIONS**

The deadline for Member's questions is 12pm four working days before the meeting (23 March 2017).

#### **PUBLIC QUESTIONS**

The deadline for public questions is seven days before the meeting (22 March 2017).

### **5 PETITIONS**

The deadline for petitions was 14 days before the meeting.

### **6 FORWARD PLAN**

(Pages 7  
- 10)

To review and agree the Board Committee work program.

### **7 ACTION REVIEW**

(Pages  
11 - 14)

To review and agree the Committee actions tracker.

### **8 PERFORMANCE AND JOINT SERVICE BUDGET**

(Pages  
15 - 36)

The Buckinghamshire County Council and Surrey County Council Trading Standards Service Joint Committee is asked to note the performance of the service for the third quarter of the financial year (from October 2016-December 2016) and since April 2016. The information provided covers performance against seven high level indicators and in relation to the service budget.

The information provided shows that:

- a) Overall the Service is performing well and is delivering excellent results against key performance indicators.
- b) It is projected that the service budget will be under spent at outturn, achieving all the savings projected in the Business Case for the shared service and exceeding income generation

targets for the year.

The Joint Committee is asked to agree the Performance Indicators about which it wishes to receive information in the year 2016/17 and to endorse the revised joint service budget, with the addition of further savings over and above those previously agreed for the joint service.

**9 OFFICIAL FOOD STANDARDS AND FEED CONTROLS PLAN 2017-2018**

(Pages  
37 - 54)

The Official Food Standards and Feed Controls Service Plan (known as the 'FSA Plan') is a statutory plan required to be produced annually by the Food Standards Agency (FSA).

The overall structure follows guidance from the FSA and includes the necessary facts and statistics to ensure the document is valid as a statutory plan.

This 'statutory' Plan is required to be submitted to the 'relevant Member Forum for approval'. In approving this Plan, the Committee will be establishing a framework that will meet the expectations of the Food Standards Agency.

Whilst the FSA Plan is a public document and will be made available via the website and in printed version to anyone on request, we will produce additional information for the public in April that is in a more resident friendly and accessible format.

**David McNulty**  
**Chief Executive**

Published: 21 March 2017

## **MOBILE TECHNOLOGY AND FILMING – ACCEPTABLE USE**

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It is requested that if you are not using your mobile device for any of the activities outlined above, it be switched off or placed in silent mode during the meeting to prevent interruptions and interference with PA and Induction Loop systems.

*Thank you for your co-operation*

**MINUTES of the meeting of the BUCKINGHAMSHIRE COUNTY COUNCIL AND SURREY COUNTY COUNCIL JOINT TRADING STANDARDS SERVICE COMMITTEE held at 11.30 am on 2 November 2016 at .**

These minutes are subject to confirmation by the Committee at its meeting on Wednesday, 29 March 2017.

**Elected Members:**

- \* Councillor Martin Phillips
- \* Councillor Richard Walsh
- \* Councillor Margaret Aston (non-voting)
- Councillor Kay Hammond (non-voting)

\* = in attendance

**In attendance**

David Pickering, Public Health & Compliance Manager, Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service

Michele Manson, Business Development Manager, Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service

Phil Dart, Service Director for Communities, Buckinghamshire County Council

Steve Ruddy, Head of Trading Standards, Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service

Yvonne Rees, Strategic Director Communities, Surrey County Council

**12/16 APOLOGIES FOR ABSENCE [Item 1]**

Apologies were received from Cllr Kay Hammond

**13/16 MINUTES OF THE PREVIOUS MEETING [2 MARCH 2016] [Item 2]**

The minutes were agreed as a true record of the meeting.

**14/16 DECLARATIONS OF INTEREST [Item 3]**

There were none.

**15/16 PROCEDURAL ITEMS [Item 4]**

**a MEMBERS' QUESTIONS [Item 4a]**

There were none.

**b PUBLIC QUESTIONS [Item 4b]**

There were none.

## **16/16 PETITIONS [Item 5]**

There were none.

## **17/16 JOINT SERVICE MID-YEAR PERFORMANCE UPDATE [Item 6]**

### **Declarations of interest:**

None

### **Witnesses:**

Michele Manson, Business Development Manager, Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service  
Phil Dart, Service Director for Communities, Buckinghamshire County Council  
Steve Ruddy, Head of Trading Standards, Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service  
Yvonne Rees, Strategic Director Communities, Surrey County Council

### **Key points from the discussion:**

1. The Joint Committee received an introduction to the report from officers who informed Members that Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service (Trading Standards) had demonstrated strong performance against all of its Key Performance Indicators (KPI). Attention was drawn to Trading Standards' performance in areas such as income generation where the service was significantly ahead of target. The Joint Committee was also advised that Trading Standards continued to take robust enforcement action where necessary.
2. The Joint Committee heard that the service had achieved direct savings for residents of £117,994 in the year to date, ahead of the same time last year.. Members were advised, however, that savings were not evenly distributed across each quarter Members stated that KPI 1 should make clear that a reduction in the number of scams and illegal trading practices taking place across Buckinghamshire and Surrey, which was the primary objective of Trading Standards, would ultimately lead to decreased direct savings for residents through scams prevented against money recovered afterwards. Officers indicated that they would consider how the KPIs could be amended to better reflect the impact of prevention.
3. Members sought clarification on the proportion of funds collected by Trading Standards arising from the Proceeds of Crime Act (POCA) that the service was entitled to retain. Officers noted that in general when the service was both investigator and prosecutor we would recover a third of the money collected through, POCA after any compensation payable to victims with the remaining two thirds being between the Home Office and the Courts. Discussions took place on whether Trading Standards received a fair allocation of money confiscated through POCA. The Joint Committee was advised that the priority for POCA was ensuring compensation for victims.
4. The Joint Committee asked whether defence lawyers were continuing to argue that Trading Standards Services nationally were taking action under POCA inappropriately. Officers confirmed that this defence of

“abuse of process” was sometimes begun, it had not been successful. Officers confirmed that the service followed existing policies, legislative requirements, and government guidance on the use of POCA hence minimising the risk of successful legal challenge.

5. Data showed that the level of penalties imposed and number of convictions was lower than at the same time for the previous year. Officers advised Members that 2015/16 had been an exceptional year for prosecuting rogue traders and that the results from 2016/17 should be considered in this light. It was highlighted, however, that the service had successfully prosecuted two significant cases since publication of the figures in the report. Officers further advised that the performance data didn't capture civil actions where Trading Standards had secured court orders requiring companies and company directors to amend their trading practices or face prosecution.
6. Members drew attention to the costs incurred by Trading Standards for recovering assets seized through POCA. It was necessary to employ specialist Accredited Financial Investigators (AFIs) to undertake this work. Joint Committee asked that a more detailed breakdown be provided for the next performance update – highlighting the costs as well as the recovered assets. Officers agreed to provide this information.
7. The Joint Committee discussed how money retained through POCA could be spent by each local authority. Officers reported that these funds could be used to tackle crime or fear of crime initiatives. This year the recovered assets money had been passed on to the Community Safety Teams in both counties to deliver projects that tackled local crime priorities. In Buckinghamshire £27,000 would be spent on a Domestic Abuse pilot project. In Surrey £53,000 had been passed on and was currently being allocated to projects, with the likelihood that it would also be used to help tackle Domestic Abuse.
8. The Joint Committee received an update on developments in relation to Trading Standards' Primary Authority Partnerships (PAP). Members were informed that the focus had been establishing larger PAPs as well as strengthening those that already existed. It had been forecast that by the end of the financial year income generation arising from PAPs was forecast to be double what it was as at the end of 2015/16. Members congratulated officers on achieving such significant growth in income arising from PAPs and requested that a report be brought to the Joint Committee meeting in February 2017 to explore how the service builds on this success.
9. Members were further informed that the service was developing a database for PAPs which would enable officers to analyse expenditure through time and resources for each PAP time against the income generated through each partnership. This will allow for a clearer picture of the amount of money that Trading Standards generates through PAPs. Officers further advised that the service was moving towards fixed fee contracts for PAPs and that this was beneficial as it enabled a more accurate forecast of annual income. Officers reported that there were potential limitations on how income generated through PAPs could be transferred to and spent by BCC and SCC due to the fact that the service was delivered on a cost recovery basis.

10. The Joint Committee discussed the addition of an extra KPI to measure the performance of Trading Standards in tackling scam activity across the two counties. The data showed that residents had lost a significant amount of money to scams in 2016 and the service recognised the need to do more to protect residents of both counties in this area. Members were advised that Trading Standards was reaching out to other organisations in order to develop a cohesive approach to tackling scams across BCC and SCC. Two scams conferences were planned for the coming months.
11. Officers highlighted that there was a national initiative to challenge scams – the National Scams Team – and the service was working closely with that team, for example in delivering the two scams conferences. Members asked for a more detailed report on Scams to be brought to the next meeting of the Joint Trading Standards Service Board including looking at how scammers are able to target elderly and vulnerable residents.
12. The Committee discussed the Friends Against Scams initiative. Members requested that frontline staff across both local authorities be encouraged to go on training offered by Friends Against Scams. Officers further highlighted the potential of the two scams conferences which would provide an opportunity for partners across the public and voluntary sectors to identify opportunities for working together in order to protect elderly and vulnerable residents.

**Actions/ further information to be provided:**

1. Officers to consider how the KPIs could be amended to better reflect the impact of prevention.
2. A more detailed breakdown be provided for the next Performance Update highlighting the costs as well as the recovered assets and detailing how the POCA recovered assets are allocated.
3. A report on Primary Authority Partnerships to be brought to the next Trading Standards Joint Committee meeting.
4. A report to be brought to the next meeting of the Joint Trading Standards Service Board meeting focusing on Scams and detailing how scammers are able to target elderly and vulnerable residents.
5. Frontline staff across both local authorities be encouraged to go on training offered by Friends Against Scams.

**RESOLVED:** that the Buckinghamshire County Council and Surrey County Joint Trading Standards Service Committee:

- i. noted the Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service's performance since 1 April 2016; and
- ii. noted the strong financial position of the Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service.

**18/16 OFFICIAL FOOD STANDARDS AND FEED CONTROLS PLAN 2016 - 2017  
[Item 7]**

**Declarations of interest:**

None

**Witnesses:**

David Pickering, Public Health & Compliance Manager, Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service  
Phil Dart, Service Director for Communities, Buckinghamshire County Council  
Steve Ruddy, Head of Trading Standards, Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service  
Yvonne Rees, Strategic Director Communities, Surrey County Council

**Key points from the discussion:**

1. An introduction to the report was provided by officers who informed Members that the Food Standards Agency (FSA) required the Joint Committee to sign off Trading Standards' Official Food Standards and Feed Controls Service Plan 2016-2017. The Committee was advised that efforts had been made to make the Plan more user friendly for businesses but that the FSA did require it to contain specific information which meant there was limited scope for changes.
2. The Joint Committee inquired about the extent to which Trading Standards and Environmental Health collaborated in respect of regulating and inspecting businesses through out Buckinghamshire and Surrey. Officers acknowledged that more needed to be done to improve how effectively Trading Standards and Environmental Health worked together so that they were able to share information across both organisations.
3. Discussions took place regarding FSA's audit of the effectiveness of Trading Standards' feed controls. Officers advised that the outcome of the audit had generally been positive with the FSA's concerns relating to data management and that Trading Standards were not visiting feed producers frequently enough.
4. The Committee agreed that the results of the Feed Audit should be put forward for consideration by SCC's Statutory Responsibilities Network.

**Actions/ further information to be provided:**

1. FSA Feed Audit outcome to be put forward for consideration by SCC's Statutory Responsibilities Network.

**RESOLVED:**

That the Buckinghamshire County Council and Surrey County Council Joint Trading Standards Service Committee approve the 2016/17 Official Food Standards and Feed Controls Service Plan (the FSA Plan).

**19/16 DATE OF THE NEXT MEETING [Item 8]**

The Committee noted that its next meeting will be held on 29 March 2017.

Meeting ended at: 13.10

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**Chairman**

Buckinghamshire CC and Surrey CC Trading Standards Joint  
Committee  
29 March 2017

**Trading Standards Joint Committee Forward Plan**

**Purpose of the report:**

For Members to consider and comment on the Committee's Forward Plan.

**Introduction:**

A Forward Plan recording agenda items for consideration at future Trading Standards Joint Committee meetings is attached as **Annex 1**, and the Committee is asked to review progress on the items listed.

**Recommendations:**

The Committee is asked to review and agree the forward work programme (Annex 1) for the Trading Standards Joint Committee

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**Report contact:** Joss Butler, Committee Assistant

**Contact details:** 020 8541 9702, [joss.butler@surreycc.gov.uk](mailto:joss.butler@surreycc.gov.uk)

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This forward plan is subject to ongoing review and may be amended depending on external events and Government policy

**Annex 1**

## Forward Work Plan

**Buckinghamshire & Surrey**  
trading standards

### 28 September 2017 - Formal meeting in public

Item title:	Budget Update report
The Committee will be asked to:	The Trading Standards Joint Committee to note the budget update report.

Item title:	Performance Update report
The Committee will be asked to:	The Trading Standards Joint Committee to note the Service's performance.

### March 2018 – Formal public meeting

Item title:	Budget Setting report
The Committee will be asked to:	The Trading Standards Joint Committee to agree the joint service budget.

Item title:	Performance Update report
The Committee will be asked to:	The Trading Standards Joint Committee to note the Service's performance.

Item title:	Official Food standards and Feed controls plan 2018-2019
The Committee will be asked to:	For the Trading Standards Joint Committee to approve the 2018-2019 Official Food Standards and Feed Controls Service Plan (the FSA Plan).

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Buckinghamshire CC and Surrey CC Trading Standards Joint  
Committee  
29 March 2016

**Trading Standards Joint Committee Action Review**

**Purpose of the report:**

For Members to consider and comment on the Committee's actions tracker.

**Introduction:**

An actions tracker recording actions and recommendations from previous meetings is attached as **Annex 1**, and the Committee is asked to review progress on the items listed.

**Recommendations:**

The Committee is asked to monitor progress on the implementation of actions from previous meetings (Annex 1).

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**Report contact:** Joss Butler, Committee Assistant

**Contact details:** 020 8541 9702, [joss.butler@surreycc.gov.uk](mailto:joss.butler@surreycc.gov.uk)

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## Buckinghamshire CC and Surrey CC Joint Trading Standards Committee Actions and Recommendations Tracker

The recommendations tracker allows Committee Members to monitor responses, actions and outcomes against their recommendations or requests for further actions. The tracker is updated following each Committee meeting. Once an action has been completed and reported to the Committee, it will be removed from the tracker.

**Actions**

Reference	Date of Meeting	Recommendations/ Actions	Responsible Officer/ Member	Response	Status

**Completed**

Reference	Date of Meeting	Recommendations/ Actions	Responsible Officer/ Member	Response	Status

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**BUCKINGHAMSHIRE COUNTY COUNCIL AND SURREY COUNTY COUNCIL**
**TRADING STANDARDS JOINT COMMITTEE**
**DATE: 29 MARCH 2017**
**LEAD OFFICER: AMANDA POOLE  
 ASSISTANT HEAD OF TRADING STANDARDS**
**SUBJECT: PERFORMANCE AND JOINT SERVICE BUDGET**
**SUMMARY OF ISSUE:**

The Buckinghamshire County Council and Surrey County Council Trading Standards Service Joint Committee is asked to note the performance of the service for the third quarter of the financial year (from October 2016- December 2016) and since April 2016. The information provided covers performance against seven high level indicators and in relation to the service budget.

The information provided shows that:

- a) Overall the Service is performing well and is delivering excellent results against key performance indicators.
- b) It is projected that the service budget will be under spent at outturn, achieving all the savings projected in the Business Case for the shared service and exceeding income generation targets for the year.

The Joint Committee is asked to agree the Performance Indicators about which it wishes to receive information in the year 2016/17 and to endorse the revised joint service budget, with the addition of further savings over and above those previously agreed for the joint service.

**RECOMMENDATIONS:**

It is recommended that:

- I. The Trading Standards Joint Committee note the Service's performance.
- II. The Trading Standards Joint Committee agrees the Performance Indicators for 2017/18.
- III. The Trading Standards Joint Committee agrees the revised joint service budget to include additional savings over and above those previously agreed.



## **REASON FOR RECOMMENDATIONS:**

The Trading Standards Joint Committee is required by the Inter Authority Agreement which underpins the service to:

- a) Ensure effective performance of the Service. This includes formally reviewing performance annually by considering performance against the agreed measures and agreeing performance measures for the Service in advance of the start of each financial year.
- b) Maintain financial oversight of the Service and ensure sound financial management.

## **PERFORMANCE DETAILS:**

1. The performance of the joint service is measured through seven key performance indicators which are detailed in the attached Quarter 3 performance report.
2. A key priority for the Service is protecting residents from harm and financial loss. Whilst the largest amount of compensation awarded to an individual victim in Q3 was £10,000 (following the Service's investigation, the perpetrator also received a suspended prison sentence after pleading guilty to an aggressive trading practice); the Service was instrumental in obtaining a further £164,106 compensation not directly received back to residents. The proceeds of crime case undertaken by the Service's financial investigators followed the defendants' conviction of 14 offences of fraud relating to benefit claims and direct payments for social care. This compensation will indirectly benefit residents as it is being split between Surrey County Council (£109k), the Department of Work and Pensions (£45,553) and Reigate and Banstead Borough Council (£7,371).
3. Our work to protect and support victims of scams, based on intelligence from the National Scams Team, continues to grow. In the first 9 months of the year this work has led to savings of over £600,000 for elderly and vulnerable residents and in November the Service held a successful Scams Conference in Buckinghamshire in partnership with the National Scams Team.
4. Our second key priority is to help businesses to thrive. Our Primary Authority Partnerships continue to grow strongly, with the focus this year on developing our relationships to increase the impact of each partnership. The Performance Report highlights three particular ways in which we are deepening the work we undertake with partners.
5. Improving the health and wellbeing of communities is also a key priority for the Service, and more detailed analysis of our work in this area is given in the Food and Feed Enforcement Plan agenda item.

### Performance Indicators for 2016 / 2017

6. The Joint Committee are asked to agree the continued use of the above mentioned performance indicators for 2017/18.

### **BUDGET 16/17:**

7. It is projected that the budget will be under spent at outturn this year. All of the savings projected in the joint service business plan will be achieved as planned.
8. The projected under-spend is a result of income being ahead of target, and from staff turnover and the challenges in quickly recruiting back to posts that become vacant.

### **Joint Service Budget for 2017/18 and beyond**

9. The budget for the joint service was set out in the original joint service business case and was adjusted by the Joint Committee in March 2016 to include additional 1.5% 'marginal efficiency savings' each year from 16/17 for four years.
  - a. The progress made in the year to date provides confidence that the projected savings (and increases in income) agreed last year and through the Business Case will continue to be achieved in the years ahead.
  - b. Both partner local authorities continue to face major budget pressures in the years ahead and in both counties services are being asked to do more to increase planned savings.
  - c. In order to help address those issues it is proposed that the joint service should achieve further savings and this should be reflected in the joint service budget. Officers have identified that it is likely to be able to deliver further additional income to offset these savings.
  - d. The proposed joint service budget is set out in detail in Annex 2 to this report.
  - e. The Joint Committee are asked to agree to the variation to the joint service budget to reflect the changes outlined above.

### **CONSULTATION:**

10. The Trading Standards Joint Management Board have been consulted on performance and budget.

### **RISK MANAGEMENT AND IMPLICATIONS:**

11. All significant risks affecting the service (which include items beyond budget and performance) are considered by the management team each quarter.

## **FINANCIAL & VALUE FOR MONEY IMPLICATIONS**

12. The Service is delivering all elements of the business case and is anticipating an under spend in 16/17.
13. The strong foundation created by the shared service will enable it to achieve the additional income without damaging service delivery.

## **LEGAL IMPLICATIONS**

14. The Inter-Authority Agreement provides the legal framework within which the Service operates. In the event that the forecast underspend is realised at the end of this financial year, the surplus monies will be returned to Buckinghamshire and Surrey in accordance with their respective percentage contributions towards the Service's budget for the year.
15. The Committee should note that in setting the Service's budget for the next financial year it is making a recommendation to the participating authorities. Both authorities' executives retain the final decision making power for determining the Service's budget for the next financial year.
16. The report makes a number of references to relevant legal processes and proceedings that the Service has been involved in over the last 6 months. There are no other specific legal issues that need to be drawn to the attention of the Committee.

## **EQUALITIES & DIVERSITY**

17. The performance being reported will not impact on residents or staff with different protected characteristics, as such an Equality Impact Assessment has not been included.

## **WHAT HAPPENS NEXT:**

18. Performance continues to be reviewed by the Service Management team and by the Joint Service Board.

## **REPORT DETAILS**

### **Contact Officer(s):**

Mrs Amanda Poole, Assistant Head of Trading Standards 01296 388770  
Mr Steve Ruddy, Head of Trading Standards 01372 371730

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### **Consulted:**

- Margaret Aston, Cabinet Member, Bucks CC
- Richard Walsh, Cabinet Member, Surrey CC
- Phil Dart, Director, Bucks CC

- Yvonne Rees, Strategic Director Customer & Communities, Surrey CC
- David Cogdell - Legal Services, Surrey County Council
- Susan Smyth, Strategic Finance Manager

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**Annexes:**

Annex 1: Key Performance Indicators Quarter 3 2016/17

Annex 2: Draft Trading Standards Budget 2017/18 onwards

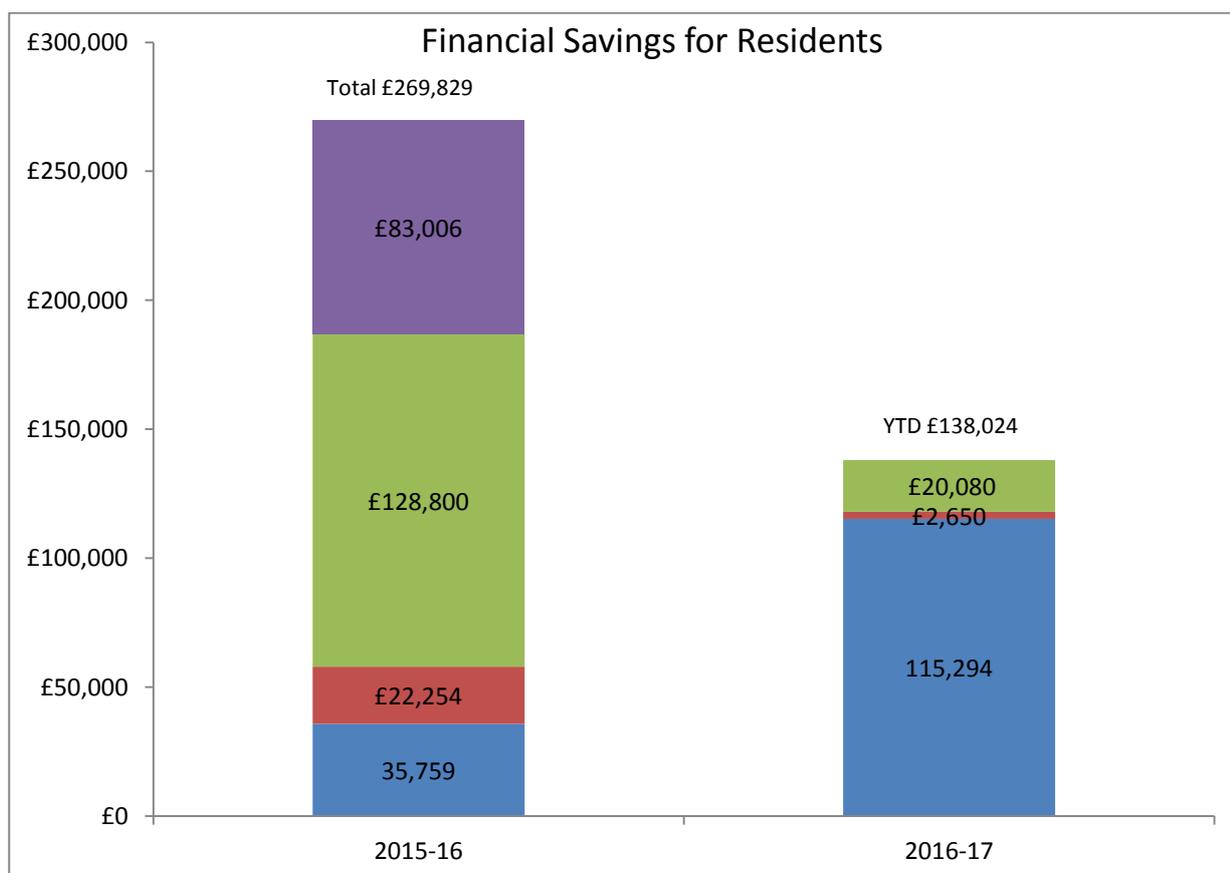
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**KEY PERFORMANCE INDICATORS**  
**QUARTER 3**  
**2016/17**

## **KPI -1 Increase the financial savings for residents as a result of our interventions and investigations.**



### **Financial savings**

In quarter 3, there was an additional compensation amount of **£164,106** relating to a proceeds of crime investigation undertaken by the Service's financial investigators which has not been included in the above figures. The proceeds of crime case followed the defendants' conviction of 14 offences of fraud relating to benefit claims, including the Disabled Living Allowance, and direct payments for social care. The compensation has not been included in the above figure because it did not go directly to residents, however it will indirectly benefit residents as it is being split between Surrey County Council (£109k), the Department of Work and Pensions (£45,553) and Reigate and Banstead Borough Council (£7,371).

The single biggest amount of direct compensation to a resident in this quarter was a £10,000 payment agreed by a defendant who pleaded guilty part way through his trial to committing an aggressive commercial practice against a vulnerable consumer. He was also sentenced to 2 years imprisonment, suspended, for this offence.

### **Urgent assistance request**

Quarter three saw an intervention at a doorstep crime incident involving a vulnerable Surrey resident with social and mental health problems. Subsequent investigations identified the resident had been targeted on more than occasion, being scammed by two separate rogue trader gangs out of £64,000 and £59,000 respectively and leaving the property in a severe state of disrepair.

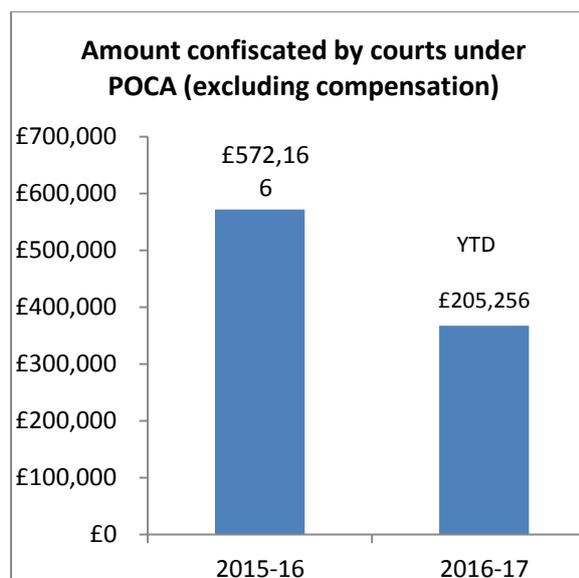
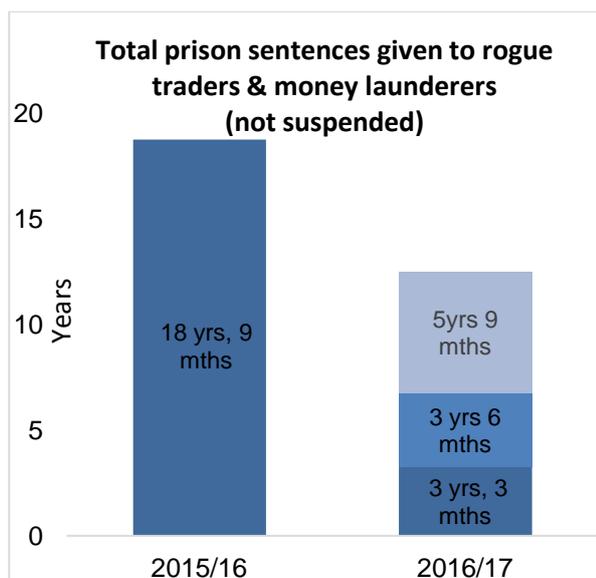
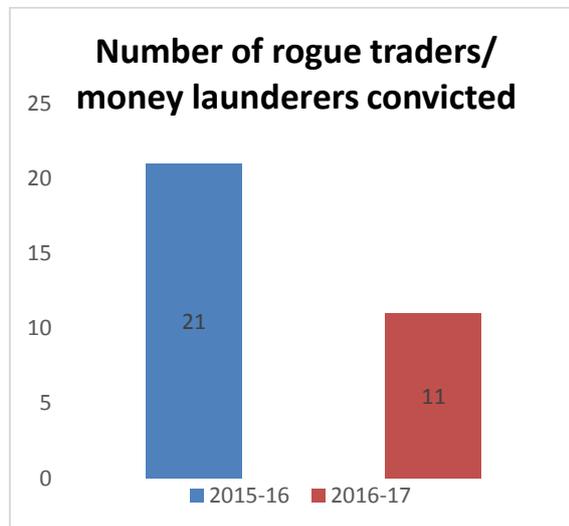
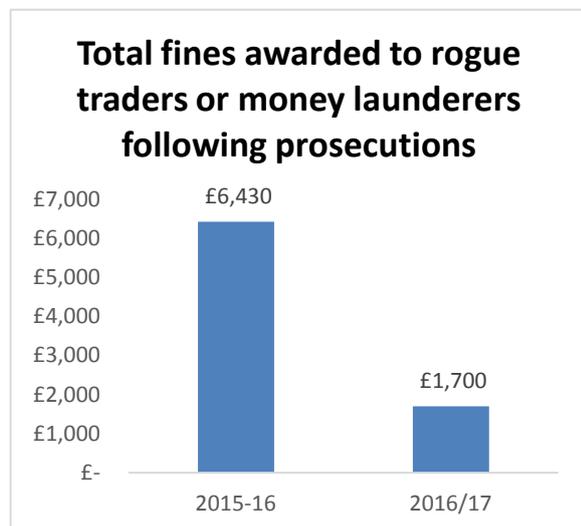
In addition to referring the resident to partners within the Multi Agency Safeguarding Hub (MASH) it was identified during the course of our enquiries that the property required urgent remedial work.

The resident had been defrauded out of the entirety of their life savings. However, recognising the seriousness of the situation and following careful consideration it was agreed to use the proceeds of crime to fund emergency repairs, much to the relief and gratitude of the resident.

NB KPI 7 records additional savings from other scam interventions and are not included here in KPI 1. This is because the Service started recording KPI 7 savings in this way from April 2016. Combining KPI 1 and KPI 7 gives a broader perspective of overall savings achieved for residents in 2016/17.

## KPI -2 Protect residents by stopping rogue traders operating in Buckinghamshire and Surrey.

Note: These are indicators only. There are no targets set in relation to these as it is for the courts to decide convictions and the appropriate penalties. We expect the figures to vary, but they provide useful context as to the extent of offending that the Service is dealing with.



**Numbers of doorstep stickers/packs sent out so far this year = 13,011**

Convictions in quarter 3 continue as in previous quarters, relating to money laundering and fraud linked to doorstep crimes, consumer protection offences and illicit tobacco.

Quarter Three saw the sentencing in a long running case for the Service where 3 defendants were found guilty of a variety of charges including money laundering, fraud and participating in a fraudulent business. In one instance a victim paid £83,850 for work to their property which was later valued at £14,000. The 3 defendants were awarded prison sentences of 4 years, 21 months and 8 months, the latter of these being suspended and combined with a 180 hours

unpaid work order. The first hearing with regard to confiscation proceedings under proceeds of crime legislation has been set for April 2017.

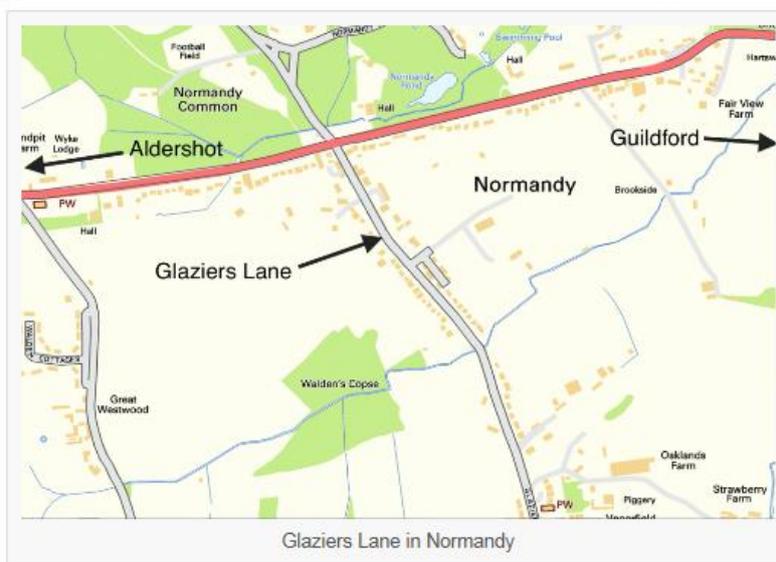
The fines in this quarter relate to the supply and labelling of illicit tobacco. These offences were discovered with the assistance of a sniffer dog as part of a proactive, intelligence led operation. In addition to the fine a forfeiture order was issued for the destruction of the contraband material.

### **Modern slavery**

Quarter three also saw the Investigations Team assist Surrey Police to execute a warrant on an itinerant site in relation to offences under the Modern Slavery Act 2015. The target is subject to a simultaneous investigation by Trading Standards for fraud relating to doorstep crime offences. As a result of this operation three slaves (Romanian, Bulgarian and Polish ) were identified and taken to a place of safety. The suspect has pleaded not guilty to holding a person in slavery with a trial set for July 2017. The Trading Standards investigation is ongoing.



### **Normandy Man Pleads Not Guilty to Slavery Charge**



A Normandy man, charged with slavery offences, pleaded not guilty at Guildford Crown Court yesterday (January 12).

Following a multi-agency operation, Patrick Cash, 38, of Glaziers Lane, Normandy, was charged on December, 20 (2016) with holding a person in slavery.

Mr Cash is believed to have connections with the traveller community in Normandy and is understood to work in the building and horticulture trade.

A trial date has been set for July 10, 2017 at Guildford Crown Court.

**KPI -3 Prevent residents becoming victims through expanding the use and reach of social media alerts, TS Alert! Volunteers, and other preventative initiatives to raise awareness of scams, rogue traders and unsafe products.**

**Social Media**

**Q3 Oct -  
Dec 2016**



**Top Post**

Consumers are being warned to question written correspondence from their banks following a new and sophisticated scam targeting Lloyds customers:

<http://www.telegraph.co.uk/personal-banking/savings/would-fall-latest-ingenious-bank-scam/>

Top post reach 3834

Total Facebook Likes to date 740



### Twitter

When reporting doorstep crime, try to remember key details about the trader such as their appearance, name & car reg  
#scamaware  
[pic.twitter.com/3B1brg9oYz](http://pic.twitter.com/3B1brg9oYz)  
6278 IMPRESSIONS

Top Tweet

New followers this quarter	139
Total number of followers	3631
Number of Link clicks	786
Max impressions on a single day	8655
Number of Re-Tweets	920
Total Impressions this 1/4	306.2k

During this 91 day period, we earned **3.4K impressions per day.**  
(impressions = no of times users saw the tweet)

### TS Alert! newsletter

Number of newsletters sent	12
Average number of recipients	2718

### Instagram

Number of photos posted	23
New followers this 1/4	18
Total number of followers	96

### LinkedIn

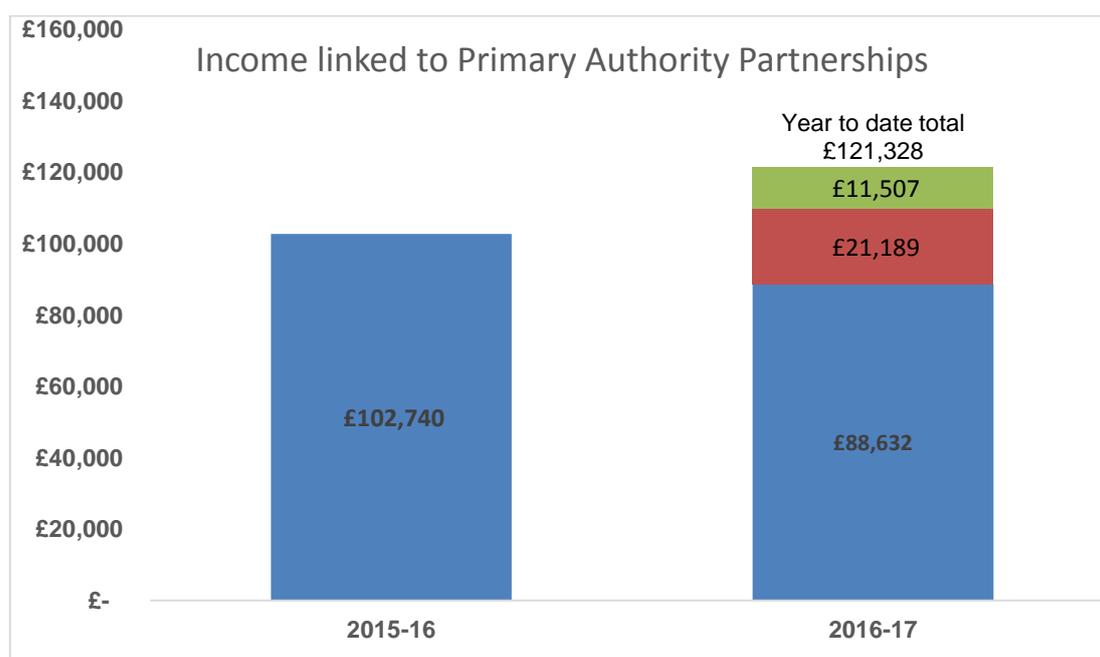
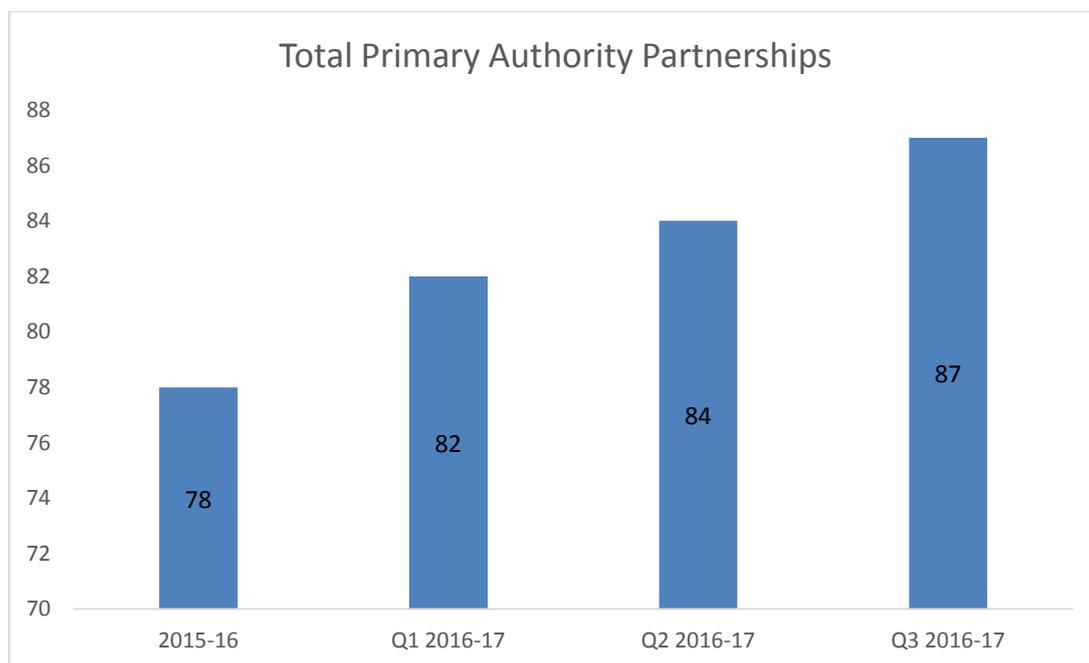
Number of connections <small>(figures above 500 do not show)</small>	500+
Primary Authority Group members	60

**Volunteers**

One of the ways volunteers have assisted us recently has been by speaking of their experiences at the Scam Conferences. Work continues to develop our volunteer capacity and our scams work is offering opportunities to recruit mail marshals.

People have a variety of reasons to volunteer, and the impact volunteering can have on those who volunteer themselves should not be underestimated as the quote from one of our Volunteers shows:

“I just wanted to email to let you know that I've been offered a place at Hertford College [Oxford] for law next year and to say thank you for all of your hard work teaching me about Trading Standards, it definitely made me much more confident for my interviews.”

**KPI -4 To increase the number of Primary Authority Partnerships**

The Service continues to provide excellent and varied support to businesses through our 87 Primary Authority Partnerships. Recognised for our innovative approach, this quarter has seen us finalise protocols for novel new activities.

With increasing pressures on trading standards services across the country and intellectual property related issues falling to lower priority, both Brand Enforcement Ltd and Canon Europe have joined as partners. The partnerships will enable us to support their brand protection and product safety activities whilst helping to secure their continued economic success. We look forward to developing these relationships and exploring the potential opportunities for new ways of working in 2017.

The previously established partnership with TrustMark, the only government endorsed trader approval scheme, went live in December with a trading standards approval offer for its membership. A communications plan starting in January is beginning to generate applications. This initial pilot phase will respond to TrustMark scheme operators and registered firms' feedback to further develop the offer during the last quarter.

As a step towards a future Primary Authority Partnership we entered into a significant business consultancy service with a company importing a wide range of products from China. This will assist the business in ensuring it is fully compliant with legal requirements, helping them grow and ensuring the compliance and safety of imported products.

**KPI -5 Increase membership of trader approval schemes.**



TS Approved members of Checktrade continue to increase as the scheme maintains a robust presence, not only within Buckinghamshire and Surrey, but also across a wider geographical area.

As mentioned above, in December we launched a pilot scheme with TrustMark. So far, during this pilot phase 9 applications have been received and all 9 are now Trading Standards Approved Trust Mark members.

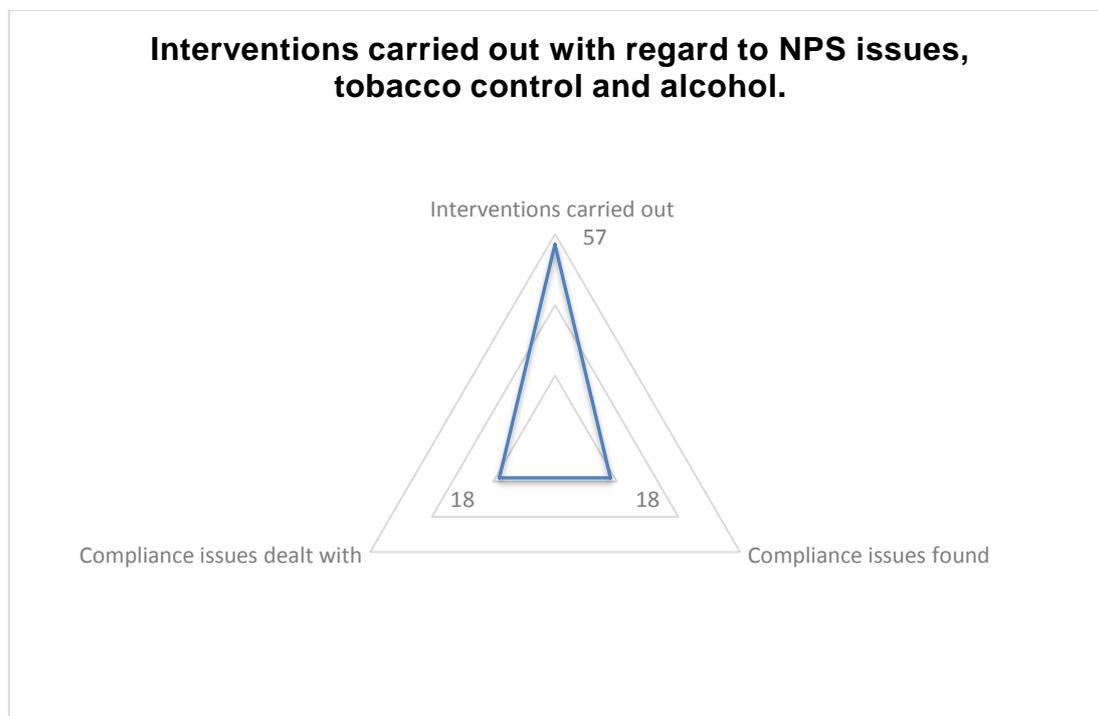
The expansion of Eat Out Eat Well healthy eating award scheme continues, with Sandwell Borough Council buying the Gold package for the Eat Out Eat Well Award Scheme, and adding a day of officer training.

Continued partnership working with Public Health and Public Health England has led to a refresh of the Eat Out Eat Well assessment to bring it closer in line with Government Buying Standards on nutrition. This is allowing us to continue to support small and medium caterers

to move up through the award levels, and support those businesses who are able to commit greater resources to healthier options to achieve a new Platinum award level.

We are looking to develop our support of the Workplace Wellbeing Charter, and explore possible income generation opportunities by offering support and assessments to businesses interested in achieving Workplace Wellbeing status.

**KPI -6 Work with partners to tackle illegal sales of age restricted products; to explore new ways to reduce harm from the use and consumption of unsafe products; and to tackle poor food quality and nutrition.**



Risk based work relevant to this indicator is carried out under the Food and Feed Enforcement Plan and is covered in detail in that report (considered at the November 2016 Joint Committee). Interventions and compliance issues identified in relation to this work are shown above. The items below are in addition to this and can generally be considered 'non-routine'.

We have liaised with our Resilience colleagues to raise awareness with poultry keepers to help deal with the avian flu issues that several isolated outbreaks have created

### **Updates on Projects**

The main firework season included the registration of new and previous premises to store and sell fireworks. Pre and post registration work was carried out to ensure businesses had adequate procedures in place and were storing their fireworks in a safe manner. Partnership work with Surrey Fire and Rescue was once again a valuable resource. Businesses were reminded of their responsibility to ensure explosives were not sold to persons under the age of 18.

Allergens in catering establishments. Developing the work from last year in this area. The project now targets establishments most likely to endanger consumers by not declaring relevant allergens. The recent death of a young person probably caused by food allergy issues continues to highlight the need for this work. A range of food sampling projects has also been carried out looking at undeclared allergens in pre packed food and presence of dangerous contaminants such as aflatoxins

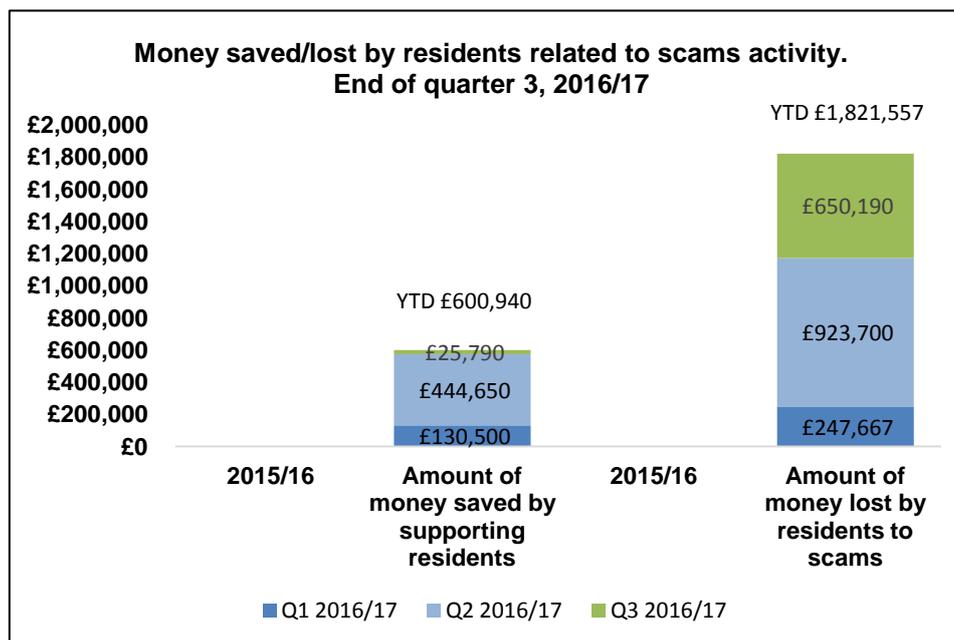
We continue to develop our partnership work with Public Health and other partners with regard to alcohol issues. We are also continuing projects on foreign labelling of food; dinitrophenol (DNP) issues; traceability of the disposal of surplus food and farm waste food; National Trading Standards (NTS) funded feed sampling; E-cigarette availability to under 18's; and tobacco control but there are no specific updates for this Joint Committee to consider.

**Food Standards Agency (FSA) Audit**

The FSA audited the Surrey area of the Services' work in relation to Feeding Stuffs in July. We have carried out most of the actions agreed in the Action Plan. We are meeting with the FSA lead for Feed issues in February to discuss how we can best ensure our database is fit for purpose. We have agreed to work with the FSA to produce guidance notes for other authorities on this topic.

**Explosives and Petroleum work**

As planned in the Business Case the Service has made the decision to undertake all petroleum and explosives work from within the Service as of April 2017. This means that notice has been given on a contract for the provision of this work by another local authority.

**KPI -7 Scams (including activities carried out by volunteers).**

On 23<sup>rd</sup> November the Service worked with the National Scams Team to run a Scams Conference in Bucks aimed at engaging partners and raising awareness of the extent of the problem of scams. Although we are waiting for the formal feedback, the general feeling on the day was that it was very worthwhile and will result in improved partnership working. An equivalent conference occurred in Surrey on 25<sup>th</sup> January and again, immediate feedback was that it was very well received by partners. Having victims of scams and their families talk about their experiences was particularly hard hitting.

**Partnership Working: 'Hughenden Street Association'**

Following a successful bid for funding from the Safer Bucks Partnership Board a Project Support Officer has been appointed to coordinate and drive the work to finalise the creation of the first "Street Association" to cover an entire parish in the UK. This is a project aimed at creating a community-wide culture of neighbourliness across the seven villages that make up the Hughenden Parish. From the perspective of the partners in local government, public health and the police, the main focus is improving community care and protection for the most vulnerable in the Parish of some 9000 people and where 29 per cent of the population is over the age of 65 years. For the community, led by the various Residents Associations and the Parish Council, an improvement in levels of engagement, inclusion and cohesion is anticipated. The Association will formally launch in February and will be the culmination of 18 months development work by the partnership.

**Examples of working with victims of scams include:**

- Courier Fraud Victim Support – Gerrards Cross and Beaconsfield Banking Protocol

The victims of courier fraud, mainly elderly people, are hit especially hard both financially and psychologically when the realisation of their situation dawns upon them. The most common of the so-called 'courier frauds' is where the victim is phoned by someone purporting to be either their bank or indeed a police officer claiming that their account has been hacked or some suspicious activity has been noted. The fraudsters convince the victim that they will have to

immediately change their card and that the bank/police will send a courier around to collect their current card. First, however, they must confirm their account details including existing card pin numbers. An accomplice then arrives at the door to collect the card and sometimes hand over a fake replacement. Once the card is in the criminals' hands they then go on a spending spree until the money runs out.

There has been a wave of these types of crimes, notably in and around Gerrards Cross and Beaconsfield, and some victims have lost many thousands of pounds. Therefore, in partnership with Thames Valley Police, Adult Social Care and local banks, Bucks and Surrey Trading Standards has been working not only to spread greater awareness in the district about these crimes, but has also implemented a number of target hardening actions, such as installing CCTV and call blocking technology to prevent re-victimisation. Furthermore, a local banking protocol has been established whereby bank staff are trained in dealing with and quickly reporting suspicious activity, to the police and Trading Standards, relating to vulnerable clients.

In November the partnership held an informal coffee morning in Beaconsfield and invited ten victims and family members to come along to help improve their sense of wellbeing and tell them what the partners were doing. The victims and family members seemed to find it cathartic to share their stories and also seek reassurance from the partnership professionals in attendance.

- Case Study – chronic scam victim

A 91 year old male in Woking is a chronic scam victim and has been responding to scam mail, including lotteries and clairvoyants. He is also a hoarder and likes to order all sorts of goods from catalogues. We visited him on a couple of occasions to try and dissuade him from responding to scam mail. We made a referral over concerns that he was being financially abused and we contacted the allocated officer.

Trading Standards and Adult Social Care carried out a joint visit and took away 2 bags of scam mail with his consent. We have worked with him to let him know which mail that he is responding to is fraudulent and that, by responding, he is helping to fund criminal activity and he has become a Mail Marshal. We will be visiting him again over the coming months to see how that is progressing and considering befriending options.

- Case Study – chronic scam victim

Another chronic scam victim is a lady living in Caterham. She was originally visited by us last year and the officer who visited returned some money to her which she had sent to Scammers. The Officer also wrote on her behalf to known Scammers asking them to stop sending her mail. She had agreed to this being carried out. In the last couple of weeks we visited with the local PCSO who had been advised by the local postman that she was still getting a lot of mail on a daily basis. We discussed known Scams and the PCSO arranged for her to make contact with a local day centre. She also agreed to become a mail marshal. As we were leaving the house 15 Scam letters were being delivered by the postal worker. The resident agreed to having them put in the first Mail Marshal freepost envelope.

- Case Study: Fake Clairvoyants

It is never easy to stop a victim of scam mail continuing to send off money when they sincerely believe they are going to receive a fortune in return. It is even harder when the victim has dementia and harder still when the fraud is aligned with the victim's inner beliefs, value systems and spirituality. Such is the case with the especially pernicious fake clairvoyant or medium scams. We are currently working with a 94 year old widow in Aylesbury, living with dementia who is entirely in thrall of three or four fake clairvoyants with whom she corresponds and sends

off either cash or details of her debit card. To date we think the scammers have defrauded her of over £21,000. She has stopped paying the lease on her small flat and is being pursued for £11,000 by solicitors acting on behalf of the landlord. Utility and other bills also remain unpaid.

Trading Standards is not only working on a one-to-one basis with the lady, trying to build her trust in us, rather than the criminals, but also in conjunction with other health and social care professionals, notably the district nursing team, who are very concerned about the lack of food and heat in the flat. Volunteers are working closely with the victim and Trading Standards Officers are seeking to intercede with the lady's creditors to help manage her indebtedness and maintain her in her own home.

## Trading Standards

	2016/17 £000	2017/18 £000	2018/19 £000	2019/20 £000
Trading Standards	3,039	2,850	2,724	2,696
<b>Net budget<sup>2</sup></b>	<b>3,039</b>	<b>2,850</b>	<b>2,724</b>	<b>2,696</b>
<u>Funding:</u>				
Fees & Charges	-290	-488	-626	-665
Reimbursements and recoveries of costs	-346	-349	-354	-358
Total funding	<b>-636</b>	<b>-837</b>	<b>-980</b>	<b>-1,023</b>
<u>Expenditure:</u>				
Staffing	3,320	3,371	3,426	3,479
Non Staffing	355	316	278	240
<b>Total expenditure</b>	<b>3,675</b>	<b>3,687</b>	<b>3,704</b>	<b>3,719</b>
<b>Net budget<sup>2</sup></b>	<b>3,039</b>	<b>2,850</b>	<b>2,724</b>	<b>2,696</b>
<b>SCC Contribution</b>	<b>2,006</b>	<b>1,881</b>	<b>1,798</b>	<b>1,779</b>
Buckinghamshire County Council Contribution	1,033	969	926	917
Joint Budget	<b>3,039</b>	<b>2,850</b>	<b>2,724</b>	<b>2,696</b>

<b>Summary budget movement</b>	2017/18 £000	2018/19 £000	2019/20 £000	<b>RAG</b>
<b>Prior year budget</b>	<b>3,039</b>	<b>2,850</b>	<b>2,724</b>	
<u>Pressures and changes</u>				
General Inflation	59	60	60	
Income Inflation	-7	-9	-11	
<u>Efficiency / service transformation</u>				
Further savings (marginal gains)	-46	-44	-44	G
Buckinghamshire Partnership	-86	-37	-2	G
Additional income generation	-109	-96	-31	G
Movements	-189	-126	-28	
<b>Revised budget</b>	<b>2,850</b>	<b>2,724</b>	<b>2,696</b>	

Trading Standards is run in partnership with Buckinghamshire County Council (BCC) and managed by a joint committee. SCC and BCC contribute towards the net costs of the service, in the proportion 66% and 34% respectively

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**BUCKINGHAMSHIRE COUNTY COUNCIL AND  
SURREY COUNTY COUNCIL****TRADING STANDARDS JOINT COMMITTEE****DATE: 29 MARCH 2017****LEAD OFFICER: DAVID PICKERING****SUBJECT: OFFICIAL FOOD STANDARDS AND FEED CONTROLS PLAN  
2017-2018****SUMMARY OF ISSUE:**

The Official Food Standards and Feed Controls Service Plan (known as the 'FSA Plan') is a statutory plan required to be produced annually by the Food Standards Agency (FSA).

The overall structure follows guidance from the FSA and includes the necessary facts and statistics to ensure the document is valid as a statutory plan.

This 'statutory' Plan is required to be submitted to the 'relevant Member Forum for approval'. In approving this Plan, the Committee will be establishing a framework that will meet the expectations of the Food Standards Agency.

Whilst the FSA Plan is a public document and will be made available via the website and in printed version to anyone on request, we will produce additional information for the public in April that is in a more resident friendly and accessible format.

**RECOMMENDATIONS:**

It is recommended that the Buckinghamshire and Surrey County Council Trading Standards Joint Committee approves the 2017/18 Official Food Standards and Feed Controls Service Plan (the FSA Plan).

**REASON FOR RECOMMENDATIONS:**

The approval of the Plan will meet the requirements of the FSA Framework Agreement and Code of Practice. It will also provide direction and structure for food standards and feed controls that will help to protect consumers and businesses in Buckinghamshire and Surrey.



## **DETAILS:**

1. The Plan incorporates recommendations made by the Food Standards Agency (FSA) in their audit of the Service provided in relation to feeding stuffs in the summer of 2016 which the Committee considered in November 2016. It continues to reflect the change in emphasis by the FSA and the move away from a primarily inspection based regime in favour of a more varied suite of 'interventions' e.g. education, surveillance and monitoring, to increase business compliance whilst reducing the burden on compliant businesses.
2. The Committee should also be aware of the ongoing overarching review by the FSA of the way all food regulation is delivered entitled "Regulating our Future". This has not had an impact on the Service to date but potentially will affect the way we are involved in food regulation by 2020. For example, the FSA are considering introducing a 'Permit to Trade' for food businesses. Early indications are that although this could be charged for, it is only likely to cover the costs of delivery. The Service is involved in the review process through David Pickering being on the professional expert panel and we are monitoring developments closely.

More information about the process can be found on the FSA website:

<https://www.food.gov.uk/enforcement/regulation/regulating-our-future>

3. The impact of Brexit will also be felt in the legislation we deal with but the effect of this is not yet known but we are keeping a watching brief so that we can support businesses in particular through this period of uncertainty
4. The focus of the Plan continues to be on those food issues that most impact on the health, nutrition and economic welfare of Buckinghamshire and Surrey's consumers, particularly the vulnerable. With County Councils having the role as the lead for Public Health, we are liaising with the Directors of Public Health to ensure that interventions we carry out in this area are supporting this work appropriately. Where we provide consumer / business education and information, this is tied in to the Public Health work being led by the County Councils to ensure a coherent message. We will continue to inspect all of our high risk premises to ensure that controls on the composition and labelling of food are complied with. (n.b. Food hygiene is dealt with by the District Environmental Health Officers.) We will investigate alleged occurrences of food crime.
5. Some of the statistics in the report will not be accurately known until 1 April 2017, however it has been decided to request the Joint Committee's approval of the report now, with good estimates of the figures, to give the Service focus for its' work in this area from the start of the new financial year.
6. The Plan contains information required by the FSA to demonstrate full consideration of food and feed issues in Surrey and Bucks. This does lead to a report which is data heavy and which may be off-putting for many residents to read. To assist with engaging with residents and being

transparent about the Service's work in this area, more resident friendly information will also be produced and published on our website in early April. This will be circulated to the Joint Committee Members for comment when drafts have been produced, however it is not required to be formally approved.

#### **CONSULTATION:**

7. The FSA have provided input into the Plan via the Feed audit in summer 2016. No other consultation has taken place.

#### **RISK MANAGEMENT AND IMPLICATIONS:**

8. If the service fails to provide controls deemed to be satisfactory to the FSA's requirements the FSA could decide to provide the service for the authorities and impose the cost of this provision on the Councils. In addition to the monetary issue there would also be a substantial reputational loss

#### **Financial and Value for Money Implications**

9. The resource allocated to the provision of the controls is £433,496. This includes staff and sampling costs and is within the existing joint service budget.

#### **Legal Implications**

10. The FSA is an independent government department overseeing the protection of public health in relation to food safety. The Official Food Standards and Feed Controls Plan 2017-18 annexed to this report complies with the FSA's statutory guidance to produce such an annual plan and for it to be submitted to the 'relevant Member Forum for approval'.

#### **Equalities and Diversity**

11. There are no implications from the Plan

#### **WHAT HAPPENS NEXT:**

- The controls are currently being implemented by the service

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#### **Contact Officer:**

Steve Ruddy 01372 371730

#### **Consulted:**

Food Standards Agency

#### **Annexes:**

Annex 1 Official Food Standards and Feed Controls Plan 2017-18

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# Official Food Standards and Feed Controls Service Plan

2017 – 2018

**Buckinghamshire & Surrey**  
trading standards



**Food Service Plan 2017 – 2018**

- 1 Aims & Objectives**
- 2 Background**
- 3 Demands on us**
- 4 Liaison with other organisations**
- 5 Surveys & projects**
- 6 Organisational structure**
- 7 Quality assessment**
- 8 Review against 2016– 2017 plan**
- 9 Resources**

## 1. Aims & Objectives

### Our Joint Service Vision

“Buckinghamshire and Surrey Trading Standards working together to protect our communities, delivering excellent public services, locally trusted and nationally recognised.”



### Our Joint Service Priorities

- Protection – protecting individuals, communities and businesses from harm and financial loss.
- Economic Prosperity - Helping businesses to thrive and supporting growth
- Improving Health and Wellbeing
- Innovation
- Customer Focus / Resident Experience

### Our Joint Service Performance Measures

Protection - Protecting individuals, communities and businesses from harm and financial loss.

The joint service will provide better protection for residents from consumer scams, cons, and rogue traders.

Performance measures:

1. To increase the financial savings for residents as a result of our interventions and investigations.
2. To protect residents by stopping rogue traders operating in Buckinghamshire and Surrey.
3. Prevent residents becoming victims through expanding the use and reach of social media alerts, TSAlert, Volunteers, and other preventative initiatives to raise awareness of scams, rogue traders and unsafe products.

### Economic Prosperity - Helping business to thrive and supporting growth

The joint service will improve business advice and support, and as a result better protect residents.

Primary Authority and Assured Advice helps businesses, supports business growth, and helps protect residents by raising standards and improving compliance.

Trader approval schemes help promote good businesses and provide confidence for residents that they can avoid rogue traders.

Performance measures:

4. To increase the number of Primary Authority Partnerships
5. To increase membership of trader approval schemes

## Improve Health and Wellbeing

The joint service will work with Public Health and others to tackle the problems caused by Tobacco, Alcohol, and poor nutrition.

Performance measure:

6. Work with partners to tackle illegal sales of age restricted products; to explore new ways to reduce harm from the use and consumption of unsafe products; and to tackle poor food quality and nutrition.

These aims and objectives align with the Food Standards Agency Strategy for 2015-20 -Food We Can Trust and the National Feed Enforcement Priorities 2017-18.

The work we carry out will support and help to deliver the four strategic outcomes for food work that the Food Standards Agency have identified as how they will measure the impact of the strategy

- Food is what it says it is
- Consumers can make informed choices about what they eat
- Food is safe
- Consumers have access to an affordable healthy diet, now and in the future

For animal feed work we will ensure we follow the priorities identified in the FSA strategy, namely

- Effective identification and appropriate registration and/or approval of feed business establishments, and identification of food businesses operating at the level of primary production;
- Effective implementation of earned recognition;
- Effective implementation of systems and practices to prevent cross-contamination at Annex II establishments and contamination of feed on-farm
- Effective monitoring of consignments of feed originating from outside the European Union at points of entry
- Effective information sharing and communication between points of entry and inland authorities
- Development and implementation of risk-based regional feed sampling programmes
- Verification of presence and accuracy of food producing animal feed labelling particulars which have the potential to compromise human and/or animal health

([https://www.food.gov.uk/sites/default/files/neps\\_england\\_and\\_wales\\_2017\\_18\\_0.pdf](https://www.food.gov.uk/sites/default/files/neps_england_and_wales_2017_18_0.pdf))

## **2. Background**

The service covers the geographical areas of Buckinghamshire and Surrey

### Surrey background

Surrey is the most urbanised shire county in England with 83% of inhabitants living in urban areas and yet 73% of land in Surrey is green belt and 25% is designated as Areas of Outstanding Natural Beauty.

The County of Surrey is one of the most densely populated shire counties and is strongly influenced by its proximity to London. 85% of housing is in 15% of the county. 85% of the county is countryside, of which 38% is still farmed. Although Surrey is an affluent area, with earnings being 42% higher than the national average, it has areas which are disadvantaged and can be overlooked if specific measures are not taken. Business diversity is great, although there is little in terms of heavy industry.

The population of Surrey is predicted to be 1,190,000 in 2017.

### Buckinghamshire background

Buckinghamshire is a large rural county of 156,509 hectares close to London. The population is estimated to grow to 536,454 by 2018 from 516,096 in 2013.

The county is one of contrasts - the north is predominantly rural, with small market towns, whilst the south is more urbanised. The two largest centres of population are urban areas encompassing the towns of Aylesbury and High Wycombe, with total populations of 69,000 and 77,000 respectively. These urban areas accommodate nearly 40% of the total population. Over a quarter of Buckinghamshire is included within the Chilterns Area of Outstanding Beauty and a further third is protected as Metropolitan Green Belt, mostly in the south of the county. Within rural areas agriculture is the predominant land use, over 70% by area.

### Business and the economy

We have established 42 Primary Authority relationships with food and feed related businesses and organisations and continue to raise awareness of this opportunity with other appropriate businesses.

Both Buckinghamshire and Surrey are areas of light industry and high commercial development. There are comparatively few large manufacturing premises but we have the administrative and decision making offices of some very substantial national and international food companies within the areas. These include such companies as Waitrose, Premier Foods, Dairy Crest, Kerry Foods and Hill's Pet Nutrition.

There are a significant number of transient Importers of foodstuffs whom change at regular intervals in Surrey due to the proximity of the London airports.

### Joint service background

Responsibility for food enforcement is shared between two tiers of local government - County Councils and District/Borough councils, of which there are four in Buckinghamshire and eleven in Surrey.

Liaison groups in Buckinghamshire and Surrey have representatives from each authority and there are forums to ensure appropriate coordination and cooperation on food issues. They meet regularly, every quarter.

Trading Standards is responsible for food standards, which includes food composition, ingredients and labelling of food. The District and Borough Councils' Environmental Health services are responsible for matters of food safety, hygiene, cleanliness and the food borne causes of illness.

### 3. Demands on us

In 2015-16 492 complaints and requests for advice were received across the service about food issues. **(NB Data to be updated for 2016-17)**

Those food contacts that are not acted upon directly are noted for potential future use as intelligence, which is taken into account when planning proactive work.

In addition to this reactive demand, the Service carries out a similar proportion of proactive work in this area, which is described further in the Food Surveys and Projects section. This year we will carry out visits to all premises assessed as high risk. It should be noted that the projects will also involve a variety of interventions such as visits and sampling.

We will also carry out the feedingstuffs visits and sampling that have been agreed as part of the National Trading Standards Board regional coordinated work in line with the priorities in the FSA National Enforcement Strategy. These help to deliver the necessary interventions that nationally help to guarantee food and feed exports.

For feed premises we will prioritise work on

#### Priority 1

- a) The identification and appropriate registration and/or approval of feed business establishments in their area in consideration of the FSA and the Association of Chief Trading Standards Officers (ACTSO) guidance on registration, amendment and revocation of FeBOs registrations' under Regulation (EC) No 1831/2003;
- b) The implementation of the feed hygiene memorandum of understanding between the VMD and the APHA in England and Wales; and
- c) Ensuring that LA databases accurately reflect 'all' activities undertaken by FeBOs and that the potential risk score (Feed Law Code of Practice Risk Rating Scheme) or hazard score (ACTSO National Trading Standards Risk Assessment Scheme) are consistent with the type of activity being undertaken
- d) The identification and correct classification of activity of 'all' food business establishments operating at the level of primary production in their area in consideration of [FSA guidance](#)<sup>9</sup>; and
- e) Ensuring that LA databases accurately reflect the activity undertaken by FBOs.

#### Priority 2

We will implement earned recognition in consideration of the following guidance:

- a) FSA guidance on the application of earned recognition and its removal
- b) NAP Red Tractor Assurance Scheme (RTA) and Agricultural Industries Confederation (AIC) information sheets and RTA and AIC industry checker guides, outlining how information to determine membership is made available to LAs
- c) ACTSO guidance on the application of compliance scores for the purposes of risk rating

- d) ACTSO guidance on how alternative enforcement strategies should be applied at those FeBOs that have achieved Type 2 earned recognition which is further supported by 'A good practice guide for AES', produced by the Southwest Regional Trading Standards Partnership (SWERCOTS) and developed with the NAP and
- e) ACTSO guidance on compliance trends feedback and FSA approved feed assurance schemes.

### Priority 3

We will give priority to ensuring appropriate systems are in place to minimise cross-contamination between batches of feed (particularly in respect of those containing coccidiostats, veterinary medicines or additives with maximum permitted levels for particular target species), in accordance with the FSA sampling protocol and guidance

### Priority 6

- a) We will take a regional approach to developing a sampling programme co-ordinated through the Regional Feed Lead
- b) Prioritise sampling of feed intended for food producing animals in accordance with the NTS guidance on sampling and the most significant RASFFs relating to animal feed
- c) Prioritise sampling to protect human and animal health
- d) Prioritise sampling to detect fraudulent activities likely to impact on human and/or animal health

### Priority 7

We will concentrate on labelling of feed for food producing animals and prioritise the following aspects of labelling compliance in consideration of the EU Codes of Practice on the labelling of food producing animal feed and feed additives and premixtures and FSA guidance

## Profile of food premises in Buckinghamshire and Surrey (To be updated for 2016-17)

Total business premises	68 693
Total food premises	12 823
Food manufacturers/importers/packers	234

## Profile of feed premises in Buckinghamshire and Surrey

<b>On farm mixers:</b>	
Mix Feeds on Farm with additives and premixes	94
Mix Feeds on Farm with compound feeds containing additives	167
<b>Feed producers:</b>	
Manufacturer &/or place on the market – Feed Additives	7
Manufacturer &/or place on the market – Nutritional Additives	0
Manufacturer &/or place on the market – Feed Materials	99
<b>Others:</b>	
Livestock Farm not mixing or mixing without additives	573
Placing on the market of Compound Feeds	32
Transport of Feed & Feed Products	20
Storage of Feed & Feed Products	14
Arable Farm growing or selling crops for feed	159

Of these Food premises 42 are High Risk; 282 are Upper Medium Risk; 2096 are Low Medium Risk and 8257 are Low Risk (the remainder will be no risk)

Of the feedingstuffs premises: 14 are Upper Medium Risk; 15 Low Medium and the rest are Low Risk (some premises fall into multiple categories and therefore the total numbers of risk and category do not match)

We have the resources to carry out the premise visits required by the FSA Code of Practice and we coordinate our work with the National Trading Standards Board risk methodology to determine which categories of premises we should visit. One current challenge is to ensure our database properly reflects the impact our work has on the inspection risk posed by the businesses and if the businesses are members of earned recognition schemes as such status will reduce the need to visit them.

#### **4. Liaison with other organisations**

We work in partnership with;

- Other parts of the County Councils in particular our colleagues in Public Health
- Central Government Agencies with responsibility for food standards (DEFRA; Food Standards Agency and Department of Health)
- Chartered Trading Standards Institute
- District Councils
- Business organisations
- Trading Standards South East Liaison Group
- Other Local authorities
- Food Liaison Groups
- Other charitable organisations such as the Coeliac Society and Allergy UK
- Earned recognition schemes such as Red Tractor.

#### **5. Food and feedingstuffs safety and standards promotion**

Our publicity programme will be targeted at publicising the findings of our work on issues impacting on the health, nutrition and economic welfare of consumers and providing both consumer and business education to mitigate any barriers that may exist.

We carry this out by:

- Attending and participating in Community events, seminars and exhibitions.
- Using social media
- Issuing regular press releases and participating in interviews with the media
- Promoting and taking part in national and local campaigns
- Static displays around the service area
- Giving talks to consumers and businesses
- Attending and participating in appropriate meetings and workshops

#### **6. Food surveys & projects**

Each year officers undertake various projects where: information is gained that can usefully assist consumers to make informed choices; or to protect the functioning of the market and help businesses improve their products

In 2016-17 the following are examples of projects that were undertaken.

- Food traceability
- Food waste traceability

- Allergens in catering establishments
- Foreign labelled food
- DNP issues

The Service also participated in the Food Standards Agency funded sampling programme which will involve sampling a variety of foods that have been identified as potentially problematic.

Projects for 2017-18 to be decided

## **7. Organisational structure**

The joint service is governed through a Joint Committee comprising of the relevant Cabinet Members from both partner authorities. The Service also has an advisory Board comprising of councillors and senior managers from each authority. The legal framework for the Service is set out in an Inter Authority Agreement.

The service operates from two centres, one in Aylesbury and one in Redhill.

## **8. Enforcement information**

The Service has a documented Enforcement Policy - this is available on our website.

## **9. Quality assessment**

The joint service is currently establishing work systems and practices that will enable the best outcomes to be delivered.

Currently the Aylesbury office has an operational approach based on systems thinking and officers follow the principles established by this method, which focus on the customers' needs and ensuring that the flow of work is as smooth as possible to cut out unnecessary work (waste) and be as efficient as possible.

The Redhill office operates internal quality procedures and work guidance which are monitored internally.

## **10. Review against 2016– 2017 plan**

The activities identified in the 2016-17 plan have been delivered.

We have taken part in the Food Standards Agency/National Trading Standards Board funded feedingstuffs visits and sampling work and delivered the work we agreed we would.

We have also been working with the FSA to improve the accuracy of our database and we are working with them to produce national guidance notes to support other authorities

## 11. Resources

<b>Officers (FTE equivalent)</b>	<b>Food work</b>	<b>Feedingstuffs work</b>	<b>Totals</b>
Operational	6.4	0.56	6.96
Managerial	0.5	0.04	0.54
Support	0.1	0.05	0.15
<b>Totals</b>	<b>7.0</b>	<b>0.65</b>	<b>7.65</b>

<b>Costs</b>	<b>Food work</b>	<b>Feedingstuffs work</b>	<b>Totals</b>
Staff costs (including overheads)	£329,690	£32,686(funded via NTS and FSA)	£362,376
Project and sampling costs	£50,000	£21,120	£71,120
<b>Total costs</b>	<b>£379,690</b>	<b>£53,806</b>	<b>£433,496</b>

## 12. Staff development plan

Authorised food and feed officers are qualified in accordance with Food Standards Agency Food and Feed Codes of Practice.

We operate a staff appraisal scheme and managers work closely with officers to enable us to identify training needs and provide ongoing training. These needs may be met by coaching within the day to day work and external formal provision. All officers are members of the Chartered Trading Standards Institute (CTSI) and as such undertake CPPD which is CTSI verified.

Where significant changes to food or enforcement law and food technology occur relevant training will be identified and provided by one of the means above.

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