

**SURREY COUNTY COUNCIL  
LOCAL COMMITTEE (GUILDFORD)**



**DATE:** 24<sup>th</sup> September 2014

**LEAD OFFICER:** Linda Crowley, Vulnerable Persons Officer and Community Protection Supervisor

**SUBJECT:** Trading Standards Service Update

**DIVISION:** ALL

**SUMMARY OF ISSUE:**

Please find attached a briefing paper from the Trading Standards Service in respect of work currently being undertaken by the Trading Standards Service.

It also includes some newer work that we are carrying out in respect of Surrey and Guildford residents who have been responding to Mass Marketing Scam Mail.

We would also like to make Carers and householders aware of the new Scam Sticker packs which contain stickers to affix to cheque books and phones to act as an aide memoire.

**RECOMMENDATIONS:**

**The Local Committee (Guildford) is asked to note**

- (i) That Trading Standards work to raise awareness of Mass Marketing Fraud, including scam sticker packs and Guidance Notes for individuals and Carers and the Committee is requested to note the attached report and packs
- (ii) And comment on the briefing attached at **Annex 1**

**REASON FOR RECOMENDATIONS**

Trading Standards welcomes the assistance and support of members and residents in tackling unsafe or unfair trading practices.

**1. INTRODUCTION AND BACKGROUND:**

- 1.1 Trading Standards have responsibility for dealing with unsafe or unfair trading practices and applying regulations in relation to quality, quantity, safety, description and price. We also enforce regulations covering the composition, labelling and advertising of food and ensuring animal health and welfare on farms, minimising the risk of spread of animal disease.
- 1.2 We support and educate reputable businesses, providing information and advice on consumer and regulatory issues.
- 1.3 We tackle rogue traders and deceptive business practices, protecting all Surrey residents, particularly the most vulnerable from doorstep deception, scams and other illegal practices.
- 1.4 A scam is an illicit scheme to con people out of their money. They can appear by post, phone or e-mail. It is estimated that in the UK £3.5 billion is lost to scams each year with only 1 in 5 cases reported. Some people are often too embarrassed to admit they have fallen victim to a scam but we must remember that scammers are professionals and we are all potential targets for these type

**2. ANALYSIS:**

- 2.1 We are trying to deter local residents from sending money to those who are committing Fraud and to support the UK economy.

**3. OPTIONS:**

- 3.1 Are there any other groups who we can approach who may benefit from such information?

**4. CONSULTATIONS:**

- 4.1 Not applicable in this case

**5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:**

- 5.1 Not applicable in this case.

**6. EQUALITIES AND DIVERSITY IMPLICATIONS:**

- 6.1 Previously considered

[http://snet.surreycc.gov.uk/snet/core/sccwspages.nsf/LookupWebPagesByTITLE\\_RTF/Equalities+impact+assessment+guidance?opendocument](http://snet.surreycc.gov.uk/snet/core/sccwspages.nsf/LookupWebPagesByTITLE_RTF/Equalities+impact+assessment+guidance?opendocument).

**7. LOCALISM:**

- 7.1 County Council will cover all areas and have a strong working relationship within Guildford

**8. OTHER IMPLICATIONS:**8.1 Crime and Disorder implications

Will be investigated in line with our policy

8.2 Sustainability implications

N/A

8.3 Corporate Parenting/Looked After Children implications

N/A

8.4 Safeguarding responsibilities for vulnerable children and adults implications

Referrals will be made as appropriate

8.5 Public Health implications

N/A

**9. CONCLUSION AND RECOMMENDATIONS:**

9.1 As cited above.

**10. WHAT HAPPENS NEXT:**

10.1 Trading Standards will work with members and residents to tackle unsafe or unfair trading practices

**Contact Officer:**

Linda Crowley, Vulnerable Persons Officer and Community Protection Supervisor

**Consulted:**

Alzheimer's Society

**Annexes:**

Community Briefing and Scam sticker pack

**Sources/background papers:**

- None

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