

Annex A

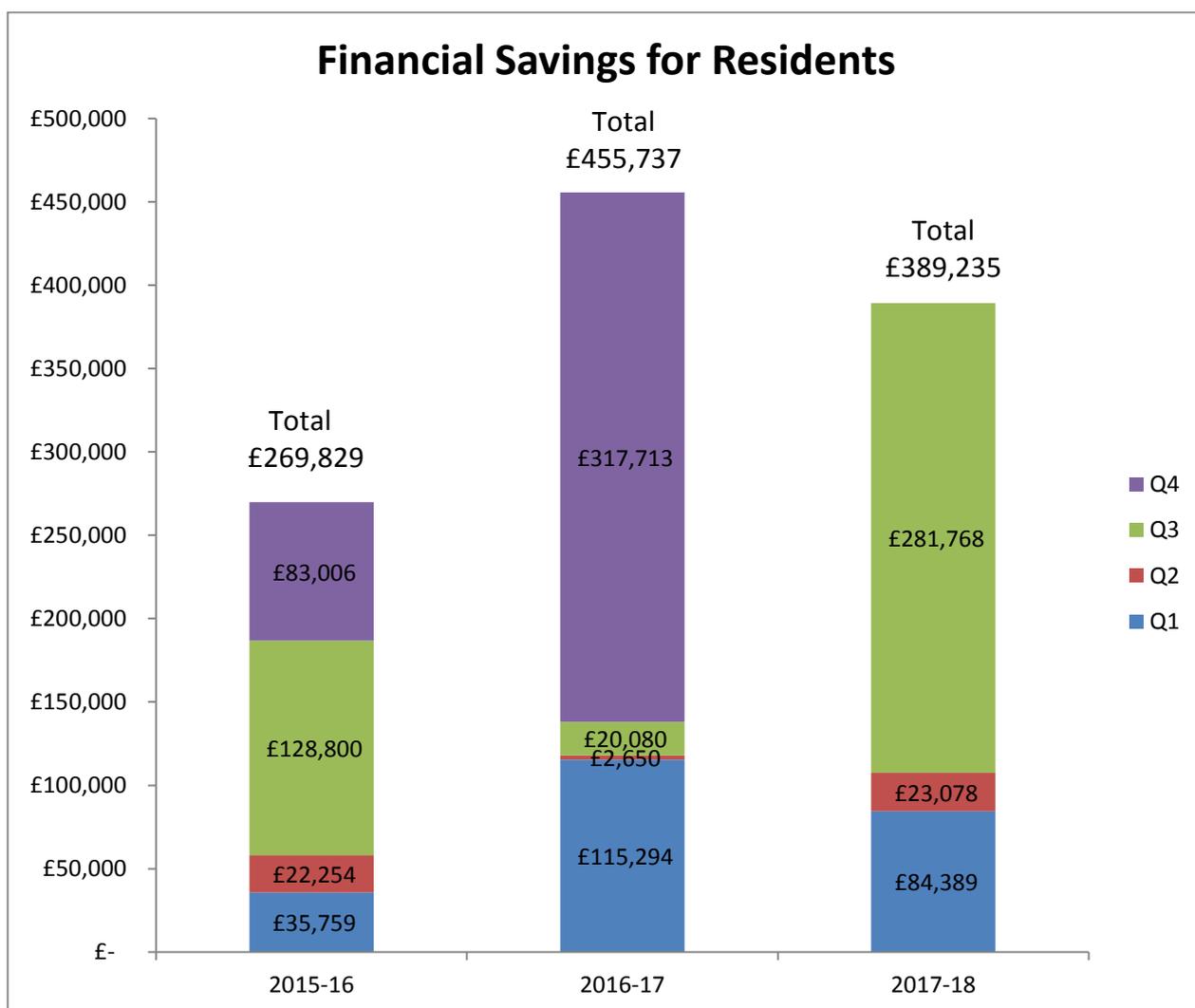
KEY PERFORMANCE INDICATORS

END OF Q3 REPORT

APRIL - DECEMBER 2017/18



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



Financial savings for residents consists of compensation awarded by the Courts to victims of crimes where the Service has prosecuted; compensation awarded as part of Proceeds of Crime Act confiscation proceedings; redress which the Service has obtained for customers when intervening in trading disputes; compensation which has been agreed under the new 'enhanced measures' provisions of the Enterprise Act; and money which the Service has stopped reaching a potential criminal through its intervention.

Under The Proceeds of Crime Act (POCA) in October 2017 at a contested confiscation hearing, three defendants were found guilty and to have benefitted from a criminal lifestyles as a result of criminal conduct. One of the defendants was found to have no realisable assets. Another defendant was ordered to pay £45,000 and the third defendant ordered to pay £213,180. This total of £258,180 will be awarded as compensation to the elderly victims of the crimes on a pro rata basis. Both defendants were given 3 months to pay these amounts and failure to do so will result in custodial terms of 18 months and 30 months respectively.

Earlier in the year Trading Standards officers attended a call at Shamley Green in Surrey, providing intervention for an isolated and vulnerable 92 year old lady who had been cold called by a roofer who convinced her that she needed extensive guttering and roof work. The lady had already paid £10k by cheque but the roofer was due to return to collect a further £13k that he

claimed he was owed. Although cancellation rights had been given no pre contract information had been provided and the work appeared poor.

A local Surrey Trading Standards approved Checkatrade (CAT) member was called and confirmed that the work was not worth a great deal and that the flat roof had been badly damaged and likely to leak.

Roof before Trading Standards intervention



Trading Standards intervened, stopping future payments and securing the return of all money. The approved CAT Trader undertook repairs and completed the work, the cost of which was £400.

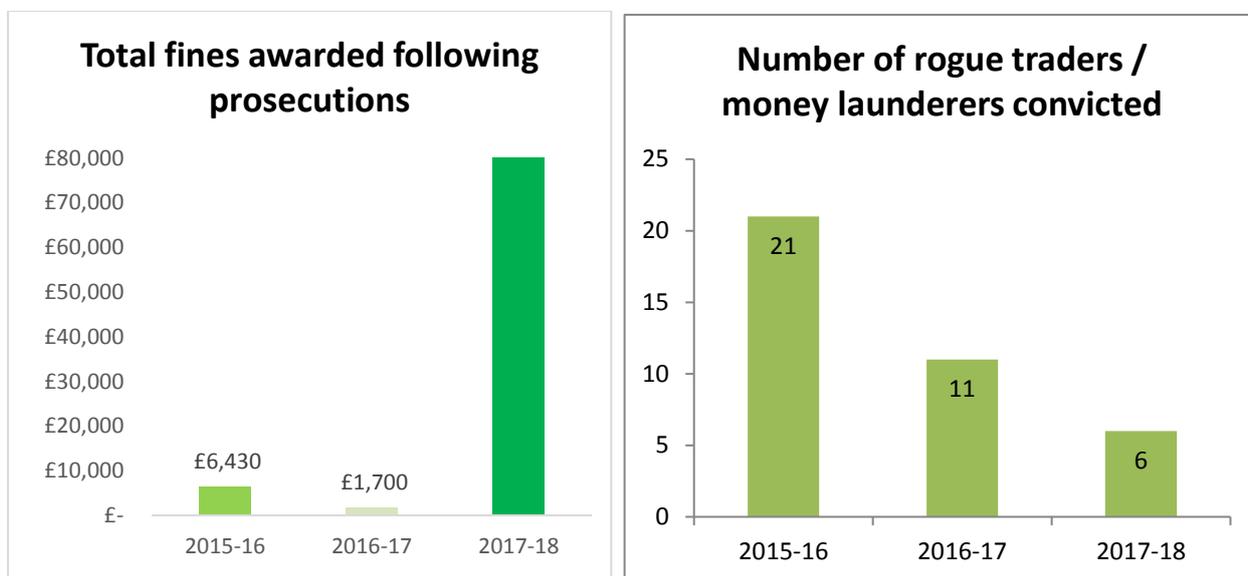
Roof after intervention



As a result of the intervention the consumer was saved £23,000. Follow up work was also undertaken within her community with talks arranged designed to inform and empower local residents to deal with a variety of issues including doorstep crime and scams.

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 fluctuate, and there may be considerable variations, but they provide useful context as to the extent of offending that the Service is dealing with. In some graphs the quarters have been separately highlighted to show the quarterly variation in amounts.



This year the Service has seen convictions for offences under The Fraud Act; The Companies Act (fraudulent trading); Consumer Protection from Unfair Trading Regulations' General Product Safety Regulations and The Trade Marks Act.

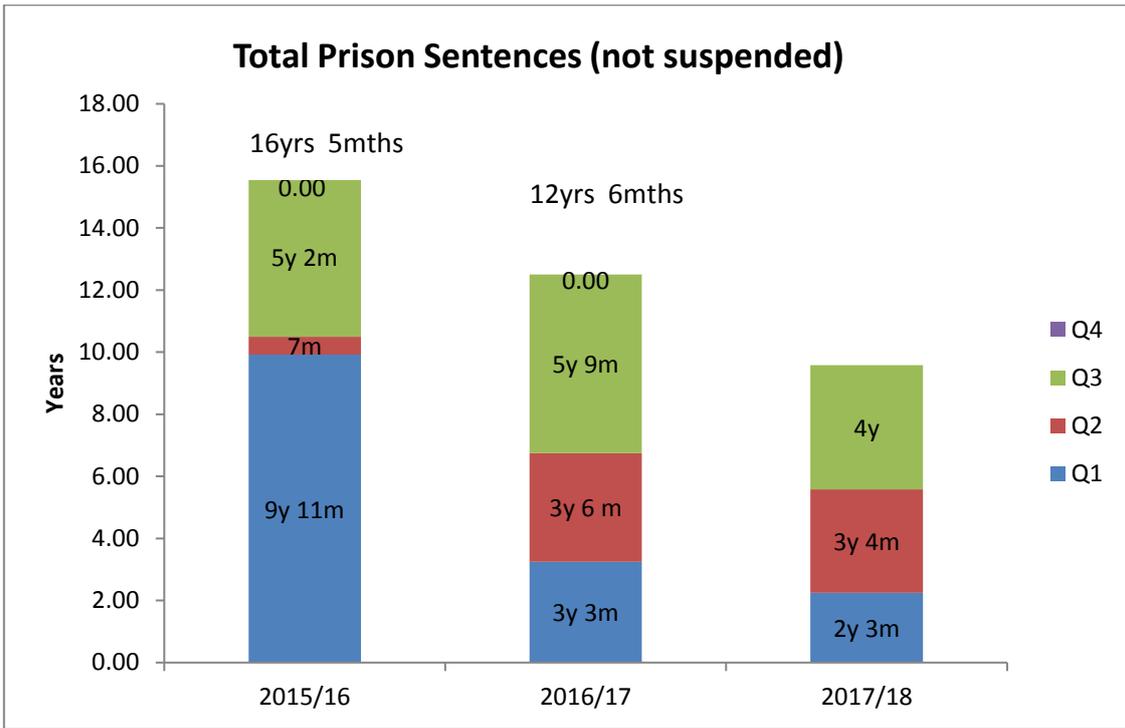
Following on from a conviction last year of a double glazing firm for unfair trading practices under the Consumer Protection Regulations, June finally saw sentencing with the company concerned being fined £80,000 with costs of over £200,000 awarded against them.

In the most recent case, a seller of counterfeit products was sentenced at Aylesbury Crown Court in December 2017. The case involved 13 offences contrary to s.92(1) of the Trade Marks Act 1994 and involved 120 confirmed counterfeit products from 13 different brand holders which TS seized during execution of a warrant at the seller's home address earlier in the year.

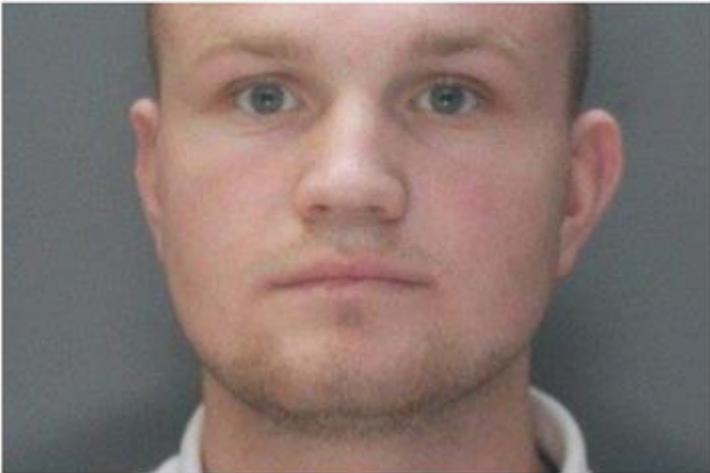
The seller was sentenced to a six-month custodial sentence suspended for two years concurrent on each count. 150 hours unpaid work concurrent on each count. £1,000 to be paid towards the prosecution costs and a requirement was attached to the suspended sentence that they cannot advertise any products on a private profile online and if they do so this will be a breach of the sentence. This last part was imposed to allow TS to monitor selling activity on open forums to ensure that no further counterfeit products are sold. A forfeiture order was also granted to allow TS to destroy any goods they currently hold in relation to this investigation.

Some press coverage of the other cases is shown later in this report.

The Service has also reached the culmination of a number of confiscation proceedings under The Proceeds of Crime Act. As these have all resulted in any available assets being agreed as compensation to the known victims rather than only being confiscated they appear in the 2017/18 figures under KPI 1.



Rogue trader from Great Billington is jailed



Published: 17.05
Monday 10 July 2017



A scammer from Great Billington has been jailed for nine months alongside his partner-in-crime after exploiting two elderly residents.

John O'Reilly, of Stanbridge Road, and his cohort Tommy Fury, of Chipping Norton, gave a £100 quote for repairs to an elderly man's roof in April 2016.

Double-glazing company fined £80k for targeting the 'vulnerable' with 'inflated' prices

By Surrey Mirror | Posted: June 26, 2017



Zenith Staybrite Ltd was fined at Guildford Crown Court on Friday (June 23)

Comments (0)

A double-glazing firm has been handed an £80,000 fine after offering customers inflated deals and preying on "vulnerable" clients.

Bucks Free Press

6th July

Neighbours of elderly Bucks resident praised for being 'scam heroes'

Shruti Sheth Trivedi @shruti_brf
Reporter



Trading officers seize 800 fidget spinners destined for UK stores over faded hazard warnings and suspected faked safety standards stickers

Officers intercepted a £4,000 dispatch imported from China over safety fears



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.

The Service continues to have a strong social media presence, making frequent use of Twitter (with 4010 followers at the end of December 2017, and the most popular tweet of the year creating over 10,000 impressions); Facebook (with 868 followers and the most popular post to the end of December reaching over 11,000 people) and Linked In (with 772 connections). The Service is also developing its' use of Instagram to widen its social media audience.

The Service has a weekly email newsletter (TS Alert!) which has been regularly sent to over 2,700 subscribers and updates subscribers on the latest work of the service, scams and product recalls to keep themselves safe. As you will see from the header of a recent TS Alert, following feedback from the business community, it has also been expanded during this year to include a page with information specifically for businesses.



Take 5 and stand up to fraudsters!

It's a sad fact, but there are plenty of scammers out there taking advantage of how nice most people are.

It's important to have the confidence to challenge unexpected requests for our personal or financial information.

How confident a challenger are you?



Volunteers

The Service continues to recruit volunteers, and our volunteers are busy spreading the messages of the Service; supporting victims of scams and test purchasing informal food samples for projects. Volunteers have contributed over 1700 hours of their time to the Service since April 2017.

Some of our Scam Champions have been particularly proactive in their approach to their role; using their networks to find new opportunities to give Friends Against Scams presentations and being active in promoting anti-scams messages and information their communities, including distributing significant volumes of our Scam sticker packs, trueCall leaflets and No Cold Calling sticker packs.

Trading Standards Volunteer Scam Champions have provided presentations on how to avoid scams to SCC Adult Social Care Reablement teams, Citizens Advice Bureaux, Sensory Impaired community groups and at Learning Disability Partnership, Valuing People Scheme and Disability Network events as well as representing Trading Standards at Fire and Rescue service open days.

We have successfully piloted the inclusion of Trading Standards scam awareness input in training for Surrey PCSO trainees. This includes a half-day session on Cyber Safety delivered by a Trading Standards Volunteer.

A volunteer's journey with Trading Standards - Bill

Bill lives in Spelthorne. He applied in June 2017 to be a Trading Standards Volunteer and in July was trained by us to be a Scam Champion.

In addition to delivering talks in Ashted and Claygate about scams that were requested of Trading Standards and attending a community event in Guildford on our behalf, Bill has also initiated many opportunities to spread the word about scams closer to home – networking to reach an ever-increasing audience.

Speaking at the local Probus and Rotary Clubs, the Spelthorne Neighbourhood Watch co-ordinators meeting and was booked to speak to a Jewish Community group in Weybridge in January 2018.

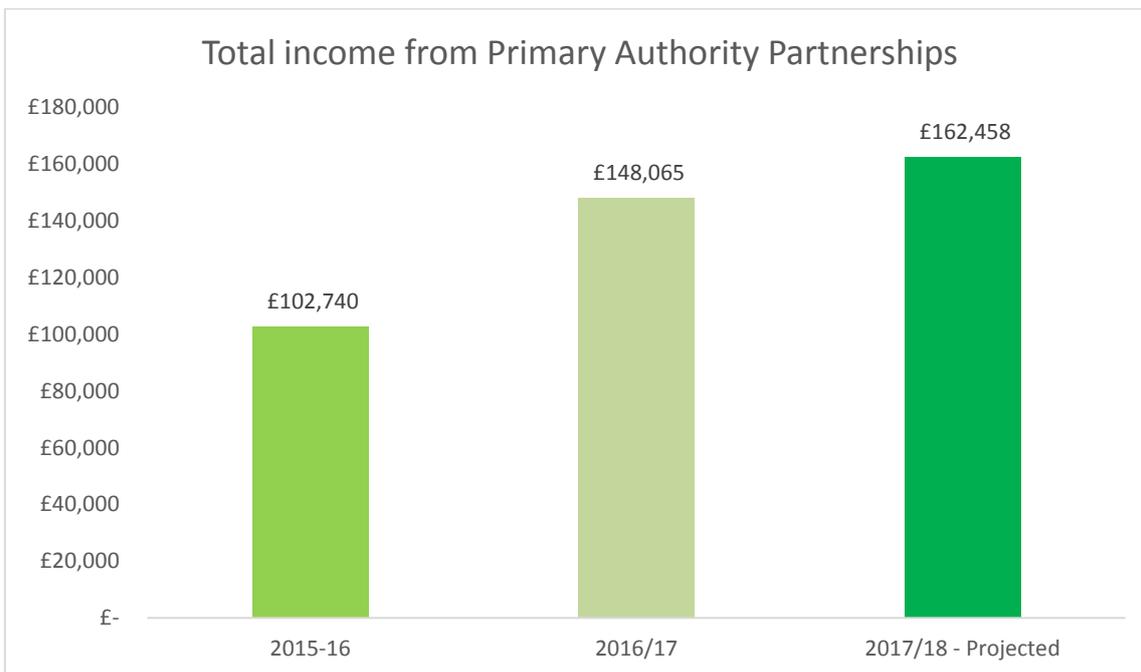
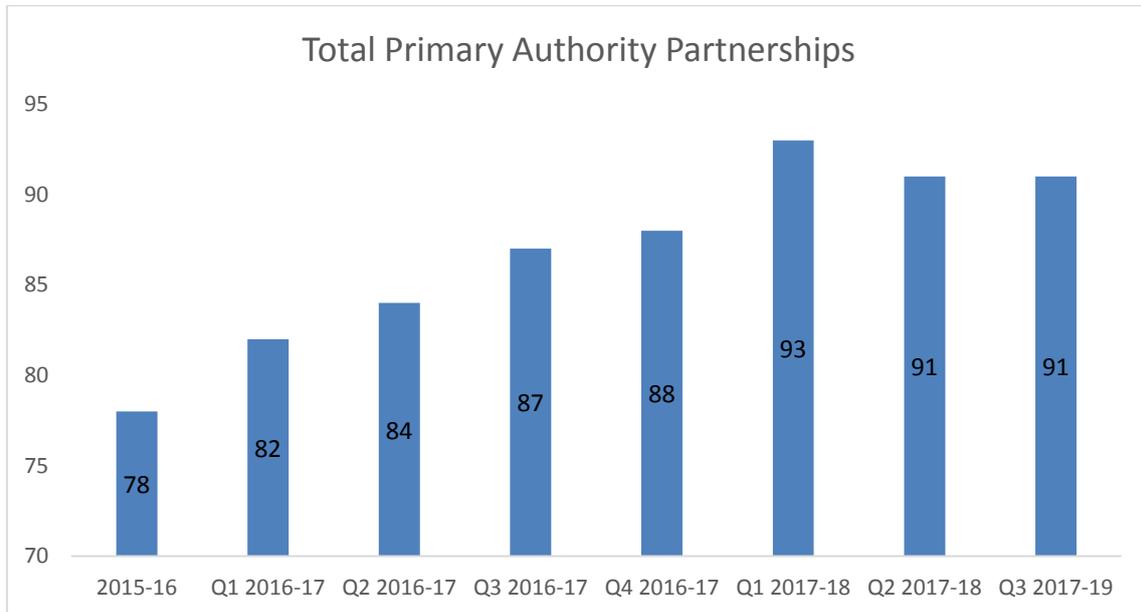
Preparing information on scams to be included in Shepperton News, the three The Matter magazines e.g. Shepperton Matters, (with 22000 circulation between them), a regular 'Scamwatch' column in local Church and Neighbourhood Watch magazines and the Spelthorne Care Connections Notice Board newsletter.

Visiting local cafes, Council offices and other community buildings to check that they have information available on how residents can avoid scams and offering to provide leaflets, talks or articles, exploring the potential opportunities that exist or can be created.

Along the way, Bill is also promoting our trueCall call blocker scheme and encouraging people to sign up to receive the weekly TS@lert newsletter.

Recently, Bill has also inspired someone else in his community to volunteer to be a B&STS Scam Champion.

KPI -4 To increase the number of Primary Authority Partnerships



During 2017 the Government implemented changes to the Primary Authority framework. This included revoking all previous legislation and replacing it with new versions for October 2017 and developing an entirely new national database. The national database is continuing to present some challenges and currently shows incorrect data. Feedback is being provided and resolutions seems to be delayed.

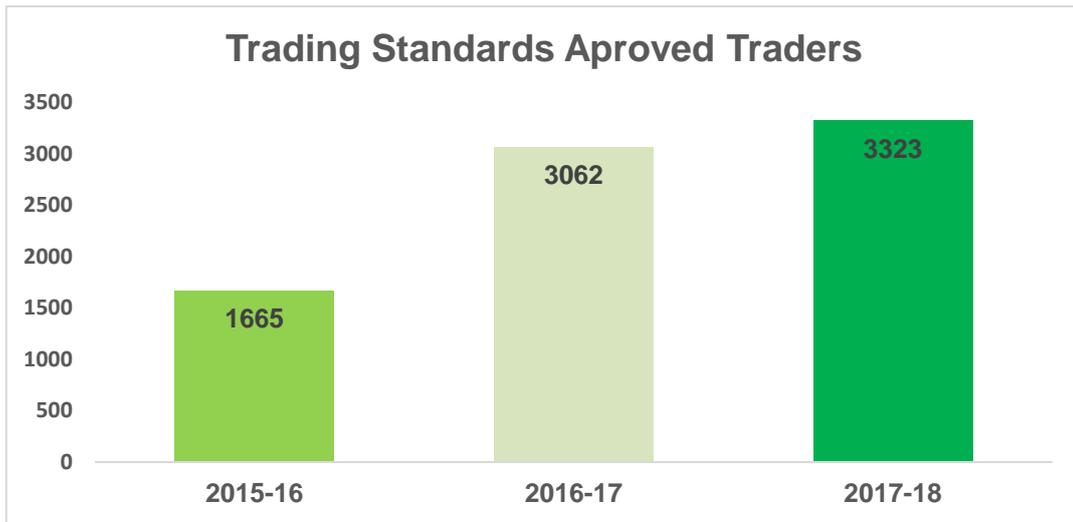
In addition we have recruited several new partnerships which have been submitted and continue to await formal nomination by BEIS meaning the promised faster system is now considerably

slower. This creates some uncertainty in the numbers for this quarter as we endeavour to resolve the various issues and some delay in evidencing further growth.

In December, the single point of contact network for Primary Authority was expanded to include input from The States of Guernsey at the request of our Partnership with Waitrose. This is another innovative move from Buckinghamshire and Surrey which has not yet been achieved elsewhere.

We have promoted our successes in this arena speaking at the Regulatory Delivery safety and metrology conference and the Chartered Institute of environmental Health Year Ahead conference.

KPI -5 Increase membership of trader approval schemes.



In Surrey the focus, in agreement with the Public Health team, the focus has shifted to offering Eat Out, Eat Well to early years settings which supports their Healthy Weight Strategy. We are adapting the scheme to allow this change of emphasis. The scheme has also undergone revision to add a platinum award for excellence in offering healthy options. We have been working closely with several Primary Authority Companies for them to achieve the Eat Out Eat Well award. At the current time the Eat Out, Eat Well Scheme in Buckinghamshire is not supported by Public Health due to financial constraints, however we continue to maintain our contacts within the team should they wish to reconsider this decision.



At the end of December 2017, we had 2857 Trading Standards approved Checkatrade members and 80 Trading Standards approved Trustmark members. Increasing numbers of trading standards approved traders helps increase confidence in consumers when they are making decisions on who to use for a variety of contractual matters.

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.

We are carrying out our high risk visits identified in the food and feed plan.

Current food projects include:

Allergens in catering establishments - we are continuing our work to support local catering establishments to meet their obligation to be able to inform consumers about allergenic ingredients in food they supply. This involves providing advice and taking samples for analysis.

Local produce - we are supporting local businesses by providing advice about compositional standards and labelling to ensure consumers are protected and a level playing field for businesses.

Food not labelled in English - whilst food may be aimed at a certain market sector the legislation requires food to be labelled in English so that the label can be understood. This is particularly important for allergy issues and instructions on infant formula and baby food where lack of understandable information can pose dangers for consumers

We are carrying out a number of sampling projects including testing for presence of allergens in food sold at catering establishments and volunteers are supporting sampling projects about histamine levels in fish products, inorganic arsenic in rice products, authenticity of olive oil, and possible substitution of peanuts for cashew products.

Safety projects include:

Ports surveillance - work carried out by our officers at Heathrow will often prevent unsafe products getting onto the market place. The Service has inspected 41,249 products at the border, finding 1,299 unsafe items and a further 15,963 which were non-compliant in another way, for example with incorrect labelling or lack of instructions. Two examples are shown below:

Vacuum Packed Teddy Bear: These bears were found in a consignment that entered the country via Heathrow on 25 September 2017. The bears had no CE mark or required labelling to identify the importer. Officers observed that the ribbon around the bear's neck was frayed, there was easy access to the stuffing through a zip and the eyes did not seem secure. These bears subsequently failed safety tests and were destroyed.



TV Boxes: Consignment entered Heathrow on 8 November 2017. Peterborough based importer of 1000 set top boxes who was selling "from the back of his van". Non compliances in respect of 2 pin plugs, labelling and marking. Deficient DoC and technical file. Importer unwilling to engage with Trading Standards and unable to bring into compliance so consignment was exported outside of the EU to Dubai. Inland referral to TS and importer profile requested given previous similar imports.

From April 2017, the Service undertakes all of the Fireworks and Explosives work in both areas, having taken back in house a contract previously being delivered by Oxfordshire CC to carry out

this work in the Buckinghamshire area. The authorities worked together to ensure the handover was relatively straightforward and this work is going well.

E cigarettes - as part of a national project we will be looking at a number of suppliers to ensure the e-cigarette products they supply comply with labelling and safety requirements.

Illicit tobacco - we have carried out a number of visits in Buckinghamshire with the specialist sniffer dogs and found a quantity of illicit tobacco which is now being investigated. We will be carrying out a number of visits in Surrey with the dogs. These visits follow on from a series of four illicit tobacco roadshows in towns in Surrey which resulted in over 20 pieces of information from members of the public about where illicit tobacco may have been sold. We will use this to help target our visits with the dogs.

Animal health related projects include:

Bovine tuberculosis - we have a number of hot spot areas in Buckinghamshire which we are targeting to reduce the incidence and potential spread of disease.

Dog breeders and illegal puppy imports - we are dealing with individual cases as they arise and are also gathering information and intelligence to help us understand the issue so we can try to tackle the root cause.

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

To the end of December the Service has supported 152 residents who have been the victims of scams, saving them over £88,000 many of whom were referred to the Service from the National Trading Standards Scams Team.



Partnership Working:

Whilst the Hughenden Association continues to grow, on 26 September 2017, the second Association in Quarrendon was launched. Quarrendon is one of Buckinghamshire's more socially deprived wards, with significant levels of multiple deprivation and has a higher general incidence of doorstep and scam frauds.

Quarrendon has a different set of socio-economic needs than Hughenden, notably in relation to health (including persistently high levels of tobacco and alcohol consumption) and wellbeing for all age groups. Child obesity is above the UK and South East norms. Thus one of the strands of our work in Quarrendon will include healthy eating, especially for the younger generation, and work on alcohol and tobacco sales

Other Safeguarding and Community Engagement Workstreams:

In association with the Buckinghamshire Safeguarding Adults Board (BSAB), we have produced a 'Scams and Frauds' e-learning package which is hosted on the BSAB website and went live in early September. We are also partnering the BSAB in a training programme on 'Scams & Mental Capacity', aimed at professionals in adult social care and safeguarding roles, which is being held in November. We also continue to contribute to work aimed at understanding and thus streamlining 'victim-pathways' to improve the effectiveness of multi-agency work to protect the vulnerable.

The service is now also a key partner in Thames Valley wide networks developed to address deep concern over modern slavery and adult exploitation where we are actively supporting the Thames Valley Police's 'Hidden Harm' campaign.

The other notable programme that we are involved with is the Thames Valley Cyber-Crime Network. Work will also soon start on a TVP funded intergenerational cyber-crime project, led by the BCC Family Information Services team, aimed at linking school children with older generation computer users. We have been asked to join in the programme both because of our work with the elderly vulnerable and our experience using school-age volunteers to help scam victims better understand and stay safe with their IT and mobile phone equipment.

Events aimed at prevention:

The Service has attended or run a number of events throughout the year. Examples include:

- A joint Trading Standards and Prevention Matters tent at the Bucks County Show showcasing our work together including both 'Friends Against Scams' and 'Dementia Friends Information' sessions;
- The Aylesbury Mosque Eid Fayre;
- An open air community week in the Centre of Guildford at "The Village" where we had a presence for 3 days, 2 days of which were manned by trained Scam Champion Volunteers.
- The Hershaw Day Centre open day where we gave a talk and manned a stall. Councillor Ruth Lyon (Elmbridge Borough) was present as well as BBC Radio Surrey, and this led to an interesting contact with Age UK. The contact from Age UK led to a meeting later that month where it was agreed we may be able to work together in respect of using

them (a paid service) for installing cameras where appropriate. We are also going to train their volunteers to become Scam Champions and so that they can cascade the information back through the entire staff at Age UK (Surrey)

- We held a Cream Tea event at Raven Housing sheltered accommodation which gave residents living elsewhere who had been affected by scams and were socially isolated an opportunity to meet other people. We used the event to deliver the Friends Against Scams talk to residents and other known Scam Victims who had been invited.
- We attended "Surrey community Action" premises in Guildford where "Rip Off Britain" were filming 2 of our previously trained Scam Champions who were delivering the Friends Against Scams training as well as providing a cream tea for Vulnerable groups and known Scam victims. One of our Scam Victims also spoke to the BBC although their part was not used in the final programme.

We continue to engage with over 100 partner agencies in relation to protecting the vulnerable. Two key new partners in Buckinghamshire are the Aylesbury Mosque and St. Peter's Church (CE). Both are core partners in the development of the Quarrendon Street Association because of the fundamental role they play within their respective sections of this diverse community. Generally within our victim protection and community engagement work we have found that the support of the various faith groups crucial to the success. They bring trust, validity, contacts and local knowledge to all initiatives and of course an underpinning of the neighbourliness we seek to engender.

During this year the Service has focused on delivering Scam Champion training sessions to spread the message about scams. These have been delivered to a diverse range of groups and locations including:

- Fire Officers
- British Gas senior employees within their Vulnerable Unit - who will then roll the FAS programme out to British Gas staff who visit homes so that all employees will ultimately become "Friends against Scams" and will be able to identify victims of Scams and report these to the National Scams Team
- Local Parish Councillors, one who is the editor for a local community paper
- Community Safety Officers
- Local Volunteers who will cascade the Friends Against Scams messages
- An advocate for work with autistic people who also sits on the Bucks Adults Safeguarding Board.
- Victim Support
- Leatherhead
- Haddenham
- Gerrards Cross
- Buckingham
- A cohort of trainee PCSOs at Mount Browne in Guildford
- Community Advisors at the office of "Surrey Community Action" - for across the South East area. The Bucks Community Advisor was present and was fully committed to cascading the message and training "Friends" back in her Community.
- Surrey Communication Officers at County Hall, Kingston
- ASC, including the Elmbridge Locality Team (Adults Social Care)
- Neighbourhood Watch

One of our officers attended a meeting for all Safeguarding Officers across all 11 Locality Teams in Surrey and the Adults Safeguarding Lead for the County, Clement Guerin. This has enabled us to question with the safeguarding leads, people who may be open to them and perhaps more importantly those who they may not be aware of.

We have also worked with ASC and "Sight for Surrey" and "Sensory services" to assist a Surrey deaf resident who appears to be the victim of a romance scam. The information was passed

from a resident in Bucks who is a family member and reported the matter to us. We had previously also trained a worker from the deaf community who has become key in trying to safeguard this very vulnerable lady, so he was better equipped to understand the repercussions from these scams.

It is interesting to note that we are getting an increase in the referrals being made to us in respect of vulnerable residents who are being scammed, directly from Adults Social Care, either from the MASH or from a Locality Team where a contact has been made. As an example of this, in quarter three, of the complaints which have come to us with direct concerns about a Scam Victim, 3 are from the Multi Agency Safeguarding Hubs (MASH), 6 direct from Adult Social Care, 1 from a Health Centre and only 2 from the Citizens Advice Consumer Service.

Some work has been carried out though to support those who have been scammed and who have come to our notice by the means cited at the start of this report. One resident from Guildford was scammed as part of a fraud involving "Western Union" facilitating the process and we target hardened the victim in the first instance and subsequently it came to light from Halton Trading Standards that a claim could be made through them for some money lost. We have helped him through this process.

We have also assisted a 92 year old lady in Weybridge enter a claim with the Financial Ombudsman service, when a bank discarded a claim she had tried to make with them following an investment scam. The matter came to light when "the City of London Trading Standards" were investigating the business.

We have also supported residents who are subjects of ongoing Safeguarding matters, one with respect to Doorstep callers in Reigate where CCTV is to be installed and one involving a deaf lady who is seriously in debt following a romance scam. We have engaged with "Sight for Surrey" deaf specialist Social workers in this regard.