



Kent Trading Standards

Annual Operating Plan

2007 / 2008

**Trading Standards
Community Safety & Regulatory Services**

**ANNUAL OPERATING PLAN
2007 / 2008**

1.0 PURPOSE AND OBJECTIVES OF THE SERVICE

The overall objective of Kent Trading Standards Service is to make Kent a better place in which to live and do business. To achieve this, we will:

- 1.1 Prevent people being victims of doorstep crime and take effective enforcement action where such crimes are committed by:**
- alerting local neighbourhoods to the presence of fraudulent traders
 - providing a rapid and targeted response to protect the most vulnerable
- 1.2 Take effective action against businesses that deliberately and/or persistently break the law by:**
- vigorously targeting rogue traders
 - disrupting their activities
 - reducing or eliminating the damage they cause to consumers and legitimate businesses
- 1.3 Prevent anti-social behaviour and harm to children caused by the irresponsible supply of age-restricted goods by:**
- educating young people about the dangers of age-restricted products, such as alcohol and tobacco
 - providing advice to businesses to prevent the supply of age-restricted products to young people
 - carrying out a policy of strict enforcement to businesses found to be supplying age-restricted products to those underage
 - ensuring widespread acceptance and use of approved proof of age schemes
- 1.4 Reduce access to stolen goods through the visible second-hand goods market by:**
- contributing to maintaining the low levels of burglary and car thefts in Kent by working with the police and using the Kent County Council Act
- 1.5 Prevent the spread of animal disease and take effective action in relation to instances of unnecessary suffering in livestock by:**
- monitoring animal disease controls
 - attending disease control critical points
 - reinforcing bio-security measures and regulations
- 1.6 Prevent unsafe goods entering the market by:**
- carrying out market monitoring
 - providing advice to businesses
 - taking appropriate and robust enforcement action

- 1.7 **Maintain food standards and assist people to make informed and healthy choices by:**
- monitoring the market place
 - providing advice to businesses
 - helping people to understand and adopt healthier lifestyles
- 1.8 **Support and advise businesses in Kent so that they may act safely, legally and with confidence in the market place by:**
- operating the Local Authorities Co-ordinators of Regulatory Services [LACORS] approved 'home authority' principle
 - responding to reasonable requests for assistance and advice
 - promoting and encouraging responsible traders
 - promoting a good trader scheme, 'Buy with Confidence'
- 1.9 **Support and advise consumers in Kent so that they may act with confidence in the market place by:**
- working in partnership with Consumer Direct to provide a comprehensive advice service on their rights and obligations under civil law when buying goods and services
 - providing dedicated support and assistance to the most vulnerable consumers
 - educating consumers to empower them to become 'Confident Consumers'

Paragraphs 1.1 to 1.9 above form the basis of Kent Trading Standards Strategic Assessment.

Risk Assessment

- 1.10 These business objectives are monitored to ensure they will be delivered. Risks associated with potential non-delivery and the controls in place to mitigate those risks, have been assessed and documented as part of the annual operating plan process. A risk action plan has been developed as necessary.

Legislation & Delegation

- 1.11 The Trading Standards Service acts on behalf of the County Council under a wide range of legislation, nearly all of which is mandatory. The Schedule of Legislation at Appendix 1 details the legislation under which Trading Standards has formal delegated authority from the County Council.

2.0 PLANNING CONTEXT AND PRIORITIES

National Priorities

- 2.1 Following the Hampton Report, "Reducing Administrative Burdens", an unprecedented number (19) of national reports and reviews has followed containing changes which could significantly affect the delivery of the Trading Standards Service. Of these, the following are likely to have the greatest impact on our work:
- **Gowers:** "Review of Intellectual Property" highlights enforcement as an area for improvement because of the high rates of infringement and huge detriment caused to UK industries. The Government has recognised this by committing £5m nationally to Trading Standards to enable them to carry out additional work. Currently, distribution of this additional funding has not been finalised.
 - **Marjory:** "Making Sanctions Work" by applying penalties appropriate to the level of misconduct, whether civil or criminal.
 - **Rogers:** "Review of Local Authority Regulatory Priorities" will recommend five national priorities for trading standards and environmental health.
- 2.2 **The Hampton Report** itself has become the basis of new legislation. The Legislative & Regulatory Reform Act (LRA) received Royal Assent on 8 November 2006 and contains powers which will enable the Hampton principles to be established in UK law through a Regulator's Compliance Code (RCC). The National Audit Office and Better Regulation Executive (BRE) have been asked to develop measures to assess the performance of regulatory services against Hampton's principles and these will be overseen by the Local Better Regulation Office (LBRO) using such tools as the RCC.
- 2.3 Whilst, the above may present a challenge to many Trading Standards Services, Kent is already well on the way to adopting this 'modern' way of working with its intelligence-led approach to enforcement. In 2006/07, this was taken further forward by adopting the principles of the National Intelligence Model (NIM), an integral part of which is the Strategic Assessment: see 1.1 to 1.9 above. The Strategic Assessment forms the basis for Kent's activity and, together with the NIM management structure, guarantees the most efficient and effective use of resources.
- 2.4 **The Office of Fair Trading** in its Annual Plan 2007/08 confirms its mission to champion the work of Trading Standards Services: "to make competitive, efficient and innovative markets with empowered, confident consumers and compliant businesses which are not disproportionately burdened by regulation or restricted by market abuse".
- 2.5 The above highlights the importance of continuing to work closely with government departments to ensure initiatives are joined up:
- Cabinet Office (BRE/LBRO)
 - Department for Environment Food & Rural Affairs (DEFRA)
 - Department of Trade & Industry (DTI)
 - Food Standards Agency (FSA)

New Legislation

- 2.6 During 2007/08 the following will be added to the list of legislation which Trading Standards is required to enforce:
- Unfair Commercial Practices Directive
 - Home Improvement Packs : 1.6.07
 - Feeding stuffs Hygiene
 - Code of Practice for Agriculture
 - Money Laundering : December 2007
 - Increase of age for tobacco to 18 : June 2007
 - Consumer Credit Act
 - Police & Justice Act 2001
- This act allows Trading Standards Officers to issue Penalty Notice Disorders (PND) in respect of the sale of alcohol to young people under the age of 18. Kent Trading Standards will be seeking approval from Kent Police to authorise its officers to issue these notices during 2007
- 2.7 As in previous years, much of this new work will be absorbed within existing resources, but the Unfair Commercial Practices Directive is likely to have a significant impact and will require extra funding.
- 2.8 In addition, the Office of Fair Trading has agreed to become the UK lead for the new European Directive on Cross Border Co-Operation to Better Protect Consumers. This will require individual states to investigate consumer complaints from other states even though there is no detriment to their businesses, e.g.: directories emanating from Belgium and Holland. The Head of Trading Standards recently attended a conference in Lille where the heads of enforcement agencies from neighbouring states agreed to work more closely together to achieve the aims of this directive. The new Director General of the Direction Generale de la Concurrence, de la Consommation et de la Repression des Fraudes (DGCCRF) is keen to strengthen the existing relationship with Kent by signing a concordat in 2007.
- ### **Regional Priorities**
- 2.9 Regional working continues to be an important element in achieving economies of scale as the new Scambusters Team is proving. Trading Standards South East (TSSE) made a successful bid to the DTI and created a regional team which can pursue rogue traders across county boundaries and has the power to operate in any of the 19 authorities which make up the TSSE partnership. Early results are encouraging.
- 2.10 The Regional Training Facility (RTF) provides professional training for trading standards officers throughout the South East. Instead of individual authorities running their own courses, officers are able to attend the RTF which has resulted, not only in considerable savings, but has raised the overall standard in training and therefore professional practices.
- 2.11 TSSE continues to be an important forum for influencing government departments and especially the Office of Fair Trading. This is demonstrated by the number of consultations TSSE is asked to respond to as well as its representation on LACORS.

Corporate Priorities

- 2.12 Whilst enforcing national legislation is a key responsibility for Kent Trading Standards, the service also contributes to the corporate objectives:

Towards 2010

- 2.13 Kent Trading Standards is responsible for:

- Target 61
Extend our public awareness campaign to alert people to the activities of rogue traders, particularly those involved in door-to-door sales, and increase the number of offenders prosecuted.

- 2.14 And contributes to:

- Target 57
Build on the successful Kent Community Warden scheme, supporting Kent Police in their visible Neighbourhood Policing programme and working with them and the CDRPs to strengthen the police presence in problem areas
- Target 58
Help maintain Kent's low levels of burglary and car theft and work with off-licence, pub and club owners to reduce alcohol-fuelled crime and disorder, anti-social behaviour and domestic abuse

- 2.15 **Impact of Local Government White Paper**

- KCC working with district councils
- How we can build on 2-tier arrangements, e.g.: working more closely with Environmental Health.

Cross-Directorate Working

- 2.16 Our team of Lead Officers are currently working on a number of projects with other Directorates:

- Adult Services: the Lead Officer (Community Safety) has carried out extensive training for the carers of vulnerable people alerting them to the tricks used by bogus callers and rogue traders to gain entry into peoples' homes.
- Children, Families & Education: the Lead Officer (Food) has been working with the providers of school meals advising on healthy eating.

Working in Communities

- 2.17 Young people and their well being is an important objective for the new Directorate and by working in partnership with the Community Safety Wardens, Kent Trading Standards will contribute to Priority 9 of the Children & Young People's Plan 2006-2009 to:

- Ensure children and young people are safe and feel safe in the communities where they live, go to school, play, work and travel.

Challenges

- 2.18 Kent Trading Standards will face a number of challenges during 2007/08 including:
- The effect of reports detailed in 2.1 means our officers will be carrying out more complex work acting on intelligence received about businesses which are acting unfairly, with particular emphasis on rogue traders and underage sales.
 - Currently, we are working without the expertise and experience of two Lead Officers (Fair Trading and Community Safety) which is having an impact throughout the service.
 - Due to this increase in activity pressure will be put on our dedicated legal team and legal costs will rise as we actively look to prosecute villains.
 - In July 2007 we will have to replace our Trader Information Management System as it will no longer be supported by Civica. This is the system we use to record all enforcement activity and is fundamental to our work. Whilst, a replacement has been identified there will be issues about the transfer of confidential data and training implications for all our staff.
 - Contingency plans are in place which will be used in the event of an outbreak of disease, such as Avian Flu or Blue Tongue Disease.

Peer Review

- 2.19 Peer review is becoming accepted nationally as the best way to ensure services are being delivered as efficiently and effectively as possible. Kent Trading Standards will be scrutinised by external assessors in July 2007 as part of the national three-year review cycle of Trading Standards Services.

Equalities

- 2.20 As part of the Communities Directorate, we are committed to integrating work on equality and diversity into our key service areas and will continue to focus on mainstreaming good practice.

Risks

- 2.21 We currently contribute to the Communities Directorate's Risk Register that is updated annually. In 2005/06 we wrote a Business Continuity Plan to ensure our service can recover from a major emergency. During 2006/07 the plan was refined to take account of changes in service delivery and testing will take place in the first half of 2007/08 to ensure it continues to provide the guidance and information required to reinstate our normal service delivery.

Public/user/non-user feedback

- 2.22 Surveys carried out in 2005/06 showed the following results:

2.23 Business Advice Survey

- | | |
|---|---------------|
| • Overall satisfaction | 95% satisfied |
| • Information/advice easy to understand | 97% easy |
| • Informative staff | 95% good |
| • Officers courteous and polite | 98% yes |

2.24 Consumer Advice Survey

- | | |
|---------------------------------|---------------|
| • Overall satisfaction | 82% satisfied |
| • Advice easy to understand | 95% easy |
| • Informative staff | 92% good |
| • Advisers courteous and polite | 96% yes |

This survey includes people who have contacted Consumer Direct.

2.25 **Measuring Up – Consumer perceptions of Weights & Measures**

During 2007/08 we will be increasing our activity at petrol stations as a result of work carried out by Vanilla Research on consumer perceptions of Weights and Measures and its enforcement. The survey found that consumers wanted Trading Standards services to:

- Focus resources on where consumers spend their money
- Deploy resources efficiently using risk-based assessment

Summary of 2006/07 Performance

2.26 Highlights from 2006/07 included:

- Interventions by Rapid Action Team
- Underage Sales campaigns
- 5-a-day Healthy Eating campaigns
- Buy with Confidence Project Officer appointed
- Disrupting the activity of rogue traders
- Disrupting the activity of bogus doorstep sellers
- Alert messages to local neighbourhoods warning of illegal activity

See Appendix 2 for a detailed summary.

3.0 REVENUE BUDGET

COMMUNITIES DIRECTORATE

TRADING STANDARDS GROUP

**Revenue
Budget**

2006-07 Controllable Expenditure	FTE	Activity/budget line	2007-08									
			FTE	Employee Costs	Running Costs	Contracts & Projects	Gross Expenditure	External Income	Internal Income	Controllable Expenditure	Cabinet Member	
£'000				£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000	
3847.0	102.0	Trading Standards Group	101.0	3529.0	841.0	3.0	4373.0	-375.4	0.0	3997.6	MH	
3847.0	102.0	Controllable Totals	101.0	3529.0	841.0	3.0	4373.0	-375.4	0.0	3997.6		

4.0 CORE SERVICES AND FORECAST ACTIVITY LEVELS

Core Services

- 4.1 The Trading Standards Service acts on behalf of the County Council under a wide range of legislation, nearly all of which is mandatory. The Schedule of Legislation (Appendix 1) shows the legislation under which Trading Standards has formal delegated authority from the County Council.
- 4.2 In addition to this defined legislative base, the Trading Standards Service has a wider role:
- Promoting fair trade
 - Acting to stop or disrupt any kind of trading which is to the detriment of consumers or legitimate businesses
 - Providing advice and education to consumers and businesses
- 4.3 The following indicates the scope of our activity in 2006/07:
- Target rogue traders who persistently and deliberately operate unfairly and curtail their activities
 - Reduce, by strict enforcement, the supply to young people of age-restricted goods
 - Promote proof of age schemes
 - Target fraudulent doorstep selling and associated distraction burglary
 - Carry out a programme of planned enforcement activity to provide effective surveillance and regulation of trading activity
 - Conduct campaigns focused on specific traders, trade practices, goods or services which have been identified by our intelligence-led approach to enforcement
 - Operate the Local Authorities Co-Ordinators of Regulatory Services (LACORS) 'home authority' principle, by working in agreed partnerships with Kent-based businesses which sell outside the County
 - Respond to all reasonable requests for assistance from businesses
 - Carry out inspections and register the movement of farm animals in accordance with disease prevention controls and legislation
 - Support Consumer Direct and respond to referrals by providing advice to consumers on their rights and obligations under civil law

Forecast key activity levels

- 4.4 See Section 6 – Key Performance Indicators.

5.0 PROJECTS, DEVELOPMENTS, KEY ACTIONS

Key Actions	A/c Manager	Links to other plans	Deliverables or outcomes planned for 2007/08	Target Dates
5.1 Prevent people being victims of doorstep crime and take effective enforcement action where such crimes are committed				
5.1.1 • Alert local neighbourhoods to the presence of fraudulent traders	M Rolfe R Strawson M Ward	Kent Agree Towards 2010	• Alert messages sent to wider audience – 15%	March 2008
5.1.2 • Target bogus doorstep sellers • Provide a rapid response to vulnerable consumers targeted by bogus doorstep sellers	M Rolfe R Strawson M Ward	Kent Agree Towards 2010	• Activity of 5 bogus doorstep sellers disrupted • 100% response to appropriate calls for assistance	March 2008
5.2 Take effective action against businesses that deliberately and/or persistently break the law				
5.2.1 • Target rogue traders and significantly disrupt their activity	M Rolfe R Strawson M Ward	Kent Agree Towards 2010	• Activity of 15 rogue traders disrupted	March 2008
5.3 Prevent anti-social behaviour and harm to children caused by the irresponsible supply of age-restricted goods				
5.3.1 • Provide advice to businesses to prevent supply of age-restricted goods to young people	M Rolfe R Strawson M Ward	Kent Agree Towards 2010	400 businesses given advice about under-age sales	March 2008
5.3.2 • Carry out a policy of strict enforcement to businesses found to be supplying age-restricted goods	M Rolfe R Strawson	Kent Agree Towards 2010	• 24 under-age sales operations carried out	March 2008
5.4 Reduce access to stolen goods through the visible second-hand goods market				
5.4.1 • Contribute to maintaining low levels of burglary and car theft by working with Kent Police and using the KCC Act	M Rolfe R Strawson	Kent Agree Towards 2010	• 100 dealers in second-hand goods given advice • 12 test sales attempted	March 2008
5.5 Prevent the spread of animal disease and take effective action in relation to instances of unnecessary suffering in livestock				
5.5.1 • Monitor animal disease controls and attend critical control points	V Allan	Defra SLA	• SLA delivered	March 2008

Key Actions	A/c Manager	Links to other plans	Deliverables or outcomes planned for 2007/08	Target Dates
5.6 Prevent unsafe goods entering the market				
5.6.1 <ul style="list-style-type: none"> Carry out market monitoring and take appropriate enforcement action where non-compliance is found 	M Rolfe R Strawson		<ul style="list-style-type: none"> 10 market place campaigns to monitor product safety carried out 	March 2008
5.7 Maintain food standards and assist people to make informed and healthy choices				
5.7.1 <ul style="list-style-type: none"> Carry out market place monitoring Provide advice to businesses Help people to understand how to adopt healthy lifestyles 	S Harvey	Food Service Plan Kent Agree Towards 2010	<ul style="list-style-type: none"> Food Service Plan delivered 	March 2008
5.8 Support and advise businesses in Kent so that they may act safely, legally and with confidence in the market place				
5.8.1 <ul style="list-style-type: none"> Respond to reasonable requests for assistance Promote good trader scheme 'Buy with Confidence' 	M Rolfe R Strawson M Ward	Kent Agree Towards 2010	<ul style="list-style-type: none"> Responded to 100% of requests Buy with Confidence launched and publicised 	March 2008
5.9 Support and advise consumers in Kent so that they may act with confidence in the market place				
5.9.1 <ul style="list-style-type: none"> Educate consumers to empower them to become 'Confident Consumers' 	M Ward		<ul style="list-style-type: none"> 90 initiatives to educate consumers carried out 	March 2008
5.10 Additional Activity				
5.10.1 <ul style="list-style-type: none"> Continue to work in partnership with Trading Standards South East, including : <ul style="list-style-type: none"> Regional Training Facility Scambusters Regional Intelligence 	Bainbridge I Treacher	TSSE Business Plan	<ul style="list-style-type: none"> Actions from TSSE Business Plan delivered 	March 2008
5.10.2 <ul style="list-style-type: none"> Continue to work with French partners (DGCCRF) where appropriate 	I Treacher		<ul style="list-style-type: none"> Joint operation during Tour de France carried out 	July 2007

Key Actions	A/c Manager	Links to other plans	Deliverables or outcomes planned for 2007/08	Target Dates
5.11 Corporate Activity				
5.11.1 • Business Continuity Planning	Bainbridge	CPA	• BCP tested and updated	March 2008
5.11.2 • Equalities	Bainbridge	CPA	• Directorate Action Plan delivered where appropriate	March 2008
5.11.3 • Investors in People	Bainbridge	CPA	• Action plan monitored and delivered	March 2008
5.11.4 • Peer Review	Bainbridge	CPA	• Internal assessment carried out • Performance Improvement Plan agreed by External Reviewers	Jun 07 July 07

6.0 KEY PERFORMANCE INDICATORS

Indicator	Actual performance 2005/2006	Estimated performance 2006/07	Target 2007/08
<ul style="list-style-type: none"> • Alert messages sent to wider audience • Responses by Rapid Action Team • Activity of bogus doorstep sellers significantly disrupted 	59 100% -	82 100% 5*	95 100% 5*
<ul style="list-style-type: none"> • Activity of rogue traders significantly disrupted 	18	20*	20*
<ul style="list-style-type: none"> • Businesses given advice about under-age sales • Under-age sales operations 	- -	400 24	400 24
<ul style="list-style-type: none"> • Second-hand goods dealers given advice • Test sales attempted 	- -	100 12	100 12
<ul style="list-style-type: none"> • Market place campaigns to monitor product safety carried out 	-	4	10
<ul style="list-style-type: none"> • Response to requests for assistance 	100%	100%	100%
<ul style="list-style-type: none"> • Businesses registered with good trader scheme 	N/A	200	200
<ul style="list-style-type: none"> • Initiatives to educate consumers carried out 	42	75	90
<ul style="list-style-type: none"> • Deliver Food Service Plan 	100%	100%	100%
<ul style="list-style-type: none"> • Attend animal health critical points 	100%	100%	100%
National Performance Indicators <ul style="list-style-type: none"> • BVPI 166b • PM 1 : Consumer Satisfaction • PM 2 : Business Satisfaction • PM 3 : Levels of compliance • PM 4 : Levels of training for all staff 	100% 85% 87% 91% 100%	100% 85% 85% 100%	100% 85% 85% 100%

* T2010 Target 61 is 20 rogue traders including 5 doorstep sellers

7.0 CONSULTATION, RESEARCH, SURVEYS, ENGAGEMENT, PUBLIC INVOLVEMENT

Planned work that will give the residents of Kent an opportunity to consider and give its views on issues so that those views can be taken into account before decisions affecting policies or services are taken.

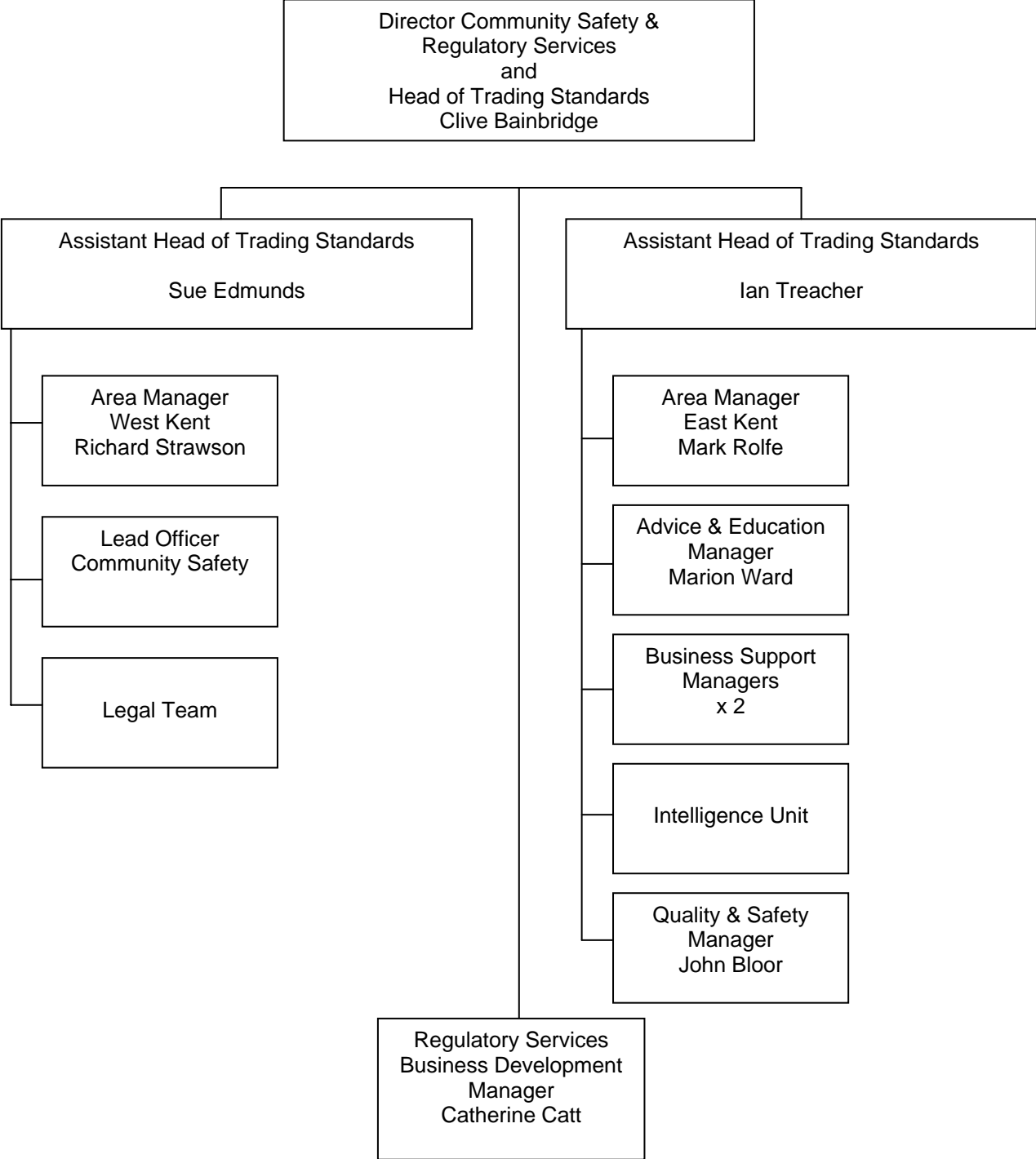
Please see the following example

Name	Start date	End date	Target Group	Target area	What we want to find out and how we will use the information,	Statutory Yes/No	Contact name and details
Kent Consumers	1.4.07	31.3.08	Random sample of consumers who have contacted KTS	Kent	Part of statistical return to CIPFA for National Performance Framework. Identify areas of weakness and address as part of planning process.	Yes	
Kent Businesses	1.4.07	31.3.08	Random sample of businesses who have contacted KTS	Kent	Part of statistical return to CIPFA for National Performance Framework. Identify areas of weakness and address as part of planning process.	Yes	
Staff Survey	Autumn 07	Autumn 07	All members of KTS	KTS	Annual staff survey. Identify any areas of dissatisfaction which then addressed as part of planning process	No	
School Survey	Autumn 07	Autumn 07	Random sample of schools	Kent	Annual survey. To establish the difficulty young people have in buying age-restricted products.	No	

8.0 STAFFING

	2006/07	2007/08
J and above or equivalent (FTEs)	4.0	4.0
I and below (FTEs)	98.0	97.0
TOTAL	102.0	101.0
Of the above total, the estimated FTE which are externally funded	7.0	7.0

9.0 STRUCTURE CHART



SCHEDULE OF LEGISLATION :**Appendix 1**

Administration of Justice Acts 1970 and 1985	Food Act 1984
Agriculture Act 1970 Part IV	Food Safety Act 1990
Agriculture (Misc. Provisions) Act 1968	Forgery and Counterfeiting Act 1981
Animal Health Act 1981 and 2002	Hallmarking Act 1973
Anti-Social Behaviour Act 2003	Health & Safety at Work etc Act 1974 Pt 1
Business Names Act 1985	Kent County Council Act 2001
Cancer Act 1939	Licensing Act 2003 (SS 146 & 147)
Celluloid and Cinematograph Film Act 1922	Medicines Act 1968
Charities Act 1992	Merchant Shipping Act 1979
Children & Young Persons Act 1933	Mock Auctions Act 1961
Children & Young Persons (Protection from Tobacco) Act 1991	Motor Cycle Noise Act 1987
Clean Air Act 1993	Performing Animals (Regulation) Act 1925
Consumer Credit Act 1974	Petroleum (Regulations) Acts 1928 and 1936
Consumer Protection Act 1987	Poisons Act 1972
Control of Pollution Act 1974	Prices Acts 1974 and 1975
Control of Pollution (Amendment) Act 1989	Proceeds of Crime Act
Copyright, Designs and Patents Act 1988	Property Misdescriptions Act 1991
Courts and Legal Services Act 1990	Protection of Animals Act 1911 and 1988
Criminal Justice & Police / Licensing Act 1964	Public Health Acts 1936, 1961 and 1976
Customs and Excise Management Act 1979	Road Traffic Act 1988
Development of Tourism Act 1969	Solicitors Act 1974
Education Reform Act 1988	Telecommunications Act 1984
Energy Act 1976	Theft Acts 1968 and 1978
Energy Conservation Act 1981	Timeshare Act 1992
Enterprise Act 2002	Tobacco Advertising and Promotion Act 2002
Environment Act 1995	Trade Descriptions Act 1968
Environmental Protection Act 1990	Trade Marks Act 1994
Estate Agents Act 1979	Trading Representations (Disabled Persons) Acts 1958 and 1972
European Communities Act 1972	Trading Stamps Act 1964
Explosives Acts 1875 and 1923	Unsolicited Goods and Services Act 1971 and 1975
Fair Trading Act 1973	Video Recording Act 1984
Farm and Garden Chemicals Act 1967	Vehicles (Crime) Act 2001
Fireworks Act 1951	Weights & Measures Acts 1976 and 1985
Food and Environment Protection Act 1985	

And any Orders, Regulations and other subordinate legislation made under, or having effect by virtue of, the above Acts, including :

The Bovines and Bovine Products (Trade) Regulations 1999

The Common Agriculture Policy (Wine) Regulations 2001

The Eggs (Marketing Standards) Regulations 1985

The Feed (Hygiene and Enforcement) (England) Regulations 2005

The Fertilisers (Mammalian Meat and Bone Meal)(Conditions of Manufacture) Regulations 1998

The Financial Services (Distance Marketing) Regulations 2004

The TSE (England) Regulations 2002 (SI 2002 No. 843)

The Measuring Container Bottles (EEC Requirements) Regulations 1977

The Measuring Instruments (EEC Requirements) Regulations 1988

The Non-automatic Weighing Instruments Regulations 2000

The Tourism (Sleeping and Accommodation Price Display) Order 1977

The Weights & Measures (Packaged Goods) Regulations 2006

Summary of 2006/07 Performance

Appendix 2

Action/development/project as per unit business plan	Planned outcome as per unit business plan	Progress	Comments
5.1.1 • Target rogue traders who persistently and deliberately operate unfairly	• Activity of 20 rogue traders significantly disrupted	GREEN	
5.1.2 • Target fraudulent doorstep selling and associated distraction burglary	• 2 No Cold Calling Zones established • React to 100% of appropriate calls for assistance	AMBER GREEN	Unable to progress due to restructuring of CDRPs
5.1.3 • Alert local communities to the presence of fraudulent traders	• Membership of Kent CSN increased by 25% • Alert messages sent to wider audience – 25%	GREEN GREEN	
5.1.4 • Reduce the supply of age-restricted goods to young people by strict enforcement and continue to promote the Kent Proof of Age Scheme	• 400 businesses educated in how to prevent the sale of age-restricted goods to young people • 24 intelligence-led test purchase operations carried out	GREEN GREEN	
5.1.5 • Work with Kent Police and other agencies to maintain low levels of burglary and car theft	• 100 dealers in second-hand goods educated and supported to comply with KCC Act • 12 intelligence-led test sales campaigns carried out	GREEN GREEN	

Action/development/project as per unit business plan	Planned outcome as per unit business plan	Progress	Comments
5.2.1 <ul style="list-style-type: none"> Educate and help people to understand and adopt healthier lifestyles 	<ul style="list-style-type: none"> 5-a-day & other Healthy Eating initiatives with schools : 10 Publicise results of food and retail surveillance campaigns which show health detriment 	GREEN	
5.2.2 <ul style="list-style-type: none"> Educate young people about the dangers of age-restricted products 	<ul style="list-style-type: none"> Implement 5 new safety awareness campaigns for young people 	GREEN	
5.2.3 <ul style="list-style-type: none"> Monitor animal disease controls to avoid the spread of disease 	<ul style="list-style-type: none"> Provide enforcement presence at 100% of livestock sales Support and educate livestock farm businesses which present a potential risk of spread of disease 	GREEN GREEN	
5.3.1 <ul style="list-style-type: none"> Implement a programme of intelligence-led enforcement activity 	<ul style="list-style-type: none"> Legitimate business supported Rogue traders targeted 	GREEN GREEN	
5.4.1 <ul style="list-style-type: none"> Improve the provision of advice and assistance given to businesses by creating a virtual 'Support to Business' team 	<ul style="list-style-type: none"> Team created Advice provided 	GREEN	
5.4.2 <ul style="list-style-type: none"> Promote and encourage responsible traders by implementing a 'good trader' scheme 	<ul style="list-style-type: none"> Project officer appointed Buy with Confidence implemented 200 companies registered 	GREEN GREEN RED	Delay in recruiting Project Officer and Buy with Confidence implemented later than anticipated

Action/development/project as per unit business plan	Planned outcome as per unit business plan	Progress	Comments
5.4.3 <ul style="list-style-type: none"> • Continue to promote Home Authority principle 	<ul style="list-style-type: none"> • Enter formal agreement with 80% of eligible companies • Provide dedicated support to 100% of Home Authority companies 	GREEN GREEN	
5.5.1 <ul style="list-style-type: none"> • Continue to work in close co-operation with Consumer Direct to deliver an effective consumer advice service 	<ul style="list-style-type: none"> • Respond to 100% of appropriate referrals for second-tier advice 	GREEN	
5.5.2 <ul style="list-style-type: none"> • Work with schools to improve young people's knowledge of consumer rights and obligations 	<ul style="list-style-type: none"> • Young Consumer of Year • Consumer Challenge • Talking Shop 	GREEN GREEN GREEN	
5.5.3 <ul style="list-style-type: none"> • Provide dedicated support and assistance to vulnerable consumers in communities suffering from deprivation 	<ul style="list-style-type: none"> • Areas identified • Campaigns initiated 	AMBER RED	Delay due to long-term sick leave of project officer
5.6.1 <ul style="list-style-type: none"> • Integrate National Intelligence Model into all areas of activity 	<ul style="list-style-type: none"> • NIM principles and structures fully integrated into all working practices 	AMBER	Ongoing

Action/development/project as per unit business plan	Planned outcome as per unit business plan	Progress	Comments
5.6.2 • Support the regional intelligence and scambuster initiatives	<ul style="list-style-type: none"> • Regional Intel Champion appointed • Protocols developed for regional Scambuster team 	GREEN GREEN	
5.6.3 • Implement recommendations from Performance Improvement Plan		GREEN	
5.7.1 • Continue to work with partners in Trading Standards South East identifying opportunities for effective regional working	<ul style="list-style-type: none"> • Regional Training Facility • Regional Scambusters Team • Regional Intel Champion • Regional Rapid Action Team • Regional Food Campaigns • Regional Forensics Lab 	GREEN	
5.8.1 • Equalities	• Workbooks 1 & 2 completed	GREEN	
5.8.2 • Investors in People	• Action plan implemented	GREEN	
5.8.3 • Business Continuity Plan	<ul style="list-style-type: none"> • Plan written • Plan tested 	GREEN AMBER	