

Key Milestones for 2008/09

Action	Timescale	Activity
<ul style="list-style-type: none"> • Review identifications of rogue trading activities and identify best practice to adopt • Proactive rogue trader action day (in partnership with the Police and other agencies) • Take action against 24 rogue trading activities • Week of action with other agencies • Implement car boot sale protocol • Assess and take action against rogue trader activities at car boot sales 	<p>1st April 2008 to 30th June 2008</p>	<p>Working with colleagues in the East Midlands region supporting the implementation of the illegal Money Lending and Scambusters units.</p> <p>Action week across the County with Police. Ten warning notices issued.</p> <p>Identified 28 Rogue Trading activities, including the seizure of over 5,000 counterfeit goods (DVD's, clothing, jewellery, computer software, wrist watches and sportswear) and the inadequate disposal of animal by-products.</p> <p>Carried out in Daventry in April. Provided consumer advice to residents. No offences identified.</p> <p>This has been re-scheduled for 2009/10 following a recent high court appeal case</p> <p>12 car boot sales attended and large quantities of counterfeit goods seized.</p>
Action	Timescale	Activity
<ul style="list-style-type: none"> • Develop further "no cold calling zones" in partnership with Crime and Disorder Reduction partnership where appropriate • Monitor and take action over electronic rogue trading • Take action against 24 rogue trading activities • Take part in mini operation rogue trader • Work with HMRC in relation to supply of counterfeit tobacco 	<p>1st July 2008 to 30th September 2008</p>	<p>No Cold Calling Zones launched in Yardley Hastings and Hackleton.</p> <p>Ongoing monitoring of internet auction sites</p> <p>Identified 25 Rogue Trading activities, including the seizure of over 10,000 counterfeit goods (DVD's, clothing, cushions, towels, toys, sunglasses and sportswear) and the unauthorised use of a trade association logo</p> <p>Leaflet drops in areas where information received that rogue trading activity may be carried out – mainly in relation to property maintenance work.</p> <p>Trading Standards East Midlands is supporting a tobacco control project which</p>

		has two strands – one of which being the control of counterfeit tobacco products. This will be carried out over the next 12 months and includes the purchase of hand held tobacco readers to detect any illegal tobacco products and surveillance at markets and car boot sales.
Action	Timescale	Activity
<ul style="list-style-type: none"> Monitor and take action over sale of furniture through small ads and internet Take action against 24 rogue trading activities Take part in mini operation RT 	1 st October 2008 to 31 st December 2008	
Action	Timescale	Activity
<ul style="list-style-type: none"> Proactive rogue trader action day (in partnership with other agencies) Take action against 24 rogue trading activities 	1 st January 2009 to 31 st March 2009	

Reducing the Incidence of Age Restricted Sales Action Plan

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<ul style="list-style-type: none"> Review current business information and posters Undertake test purchasing exercises To take enforcement action against offenders 	1 st April 2008 to 30 th June 2008	<p>All posters and business information reviewed and updated proof of age and alcohol proxy purchasing poster. Refusals register produced</p> <table border="1"> <thead> <tr> <th>Age restricted sales – Purchases</th> <th>VISITS (% of sales)</th> <th>VISITS (% of sales)</th> </tr> </thead> <tbody> <tr> <td>Alcohol</td> <td>60 (10%)</td> <td>28/1 (4%)</td> </tr> <tr> <td>Cigarettes/Tobacco LAA</td> <td>20 (5%)</td> <td></td> </tr> <tr> <td>Cigarettes/Tobacco non LAA</td> <td></td> <td>3/1 (33%)</td> </tr> <tr> <td>Cigarette vending machines</td> <td>10 (60%)</td> <td>2/2 (100%)</td> </tr> <tr> <td>Other – knives, fireworks etc</td> <td>10 (15%)</td> <td>3/0</td> </tr> <tr> <td>TOTAL</td> <td></td> <td>36/4 (11%)</td> </tr> </tbody> </table> <p>Trader's notices issued to all premises where a complaint had been received about sales of age restricted products to young people.</p> <p>Five prosecutions for the sales of cigarettes to a person under the age of 18. Fines totalling £2,200 and costs of £1,180. One prosecution for the sale of alcohol to a person under the age of 18. Fines totalling £500.00 with £450.00 costs.</p>	Age restricted sales – Purchases	VISITS (% of sales)	VISITS (% of sales)	Alcohol	60 (10%)	28/1 (4%)	Cigarettes/Tobacco LAA	20 (5%)		Cigarettes/Tobacco non LAA		3/1 (33%)	Cigarette vending machines	10 (60%)	2/2 (100%)	Other – knives, fireworks etc	10 (15%)	3/0	TOTAL		36/4 (11%)
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<ul style="list-style-type: none"> • Monitor the supply of tobacco from vending machines at problem premises • Revisit all premises within high smoking prevalence wards to provide further advice in relation to age restricted products and in particular tobacco. • Work in association with Northamptonshire Smoke Free Alliance to tackle illegal sales and availability of tobacco 		<p>Two visits with two sales – both vending machines now removed by the company that owned them. .</p> <p>Visited as part of ‘Think 21’ project and provided with posters, leaflets and refusals Register.</p> <p>Key member of Northamptonshire Smoke Free Alliance and lead on Aim 6 of the key objectives - tackling illegal and underage availability. Attend quarterly meetings. Three main actions with further actions stemming from those - Maintain the proactive test purchasing for underage sales of tobacco, develop Northamptonshire's role in the regional Trading Standards under age sales group and its links to GAIN and develop an enhanced training programme for retailers.</p>																					
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<p>actions against offenders</p> <ul style="list-style-type: none"> • Work with citizencard and local partners to provide free proof of age cards to young people under the age of 18 • Specific test purchasing alcohol targeting premises believed to be persistently selling alcohol to under 18's 		<p>Three traders were offered and accepted a Trading Standards Caution</p> <p>Over 500 new cards have been issued throughout the county</p> <p>Eight premises visited that had previously received a written caution for selling alcohol to under 18's. No sales</p>
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