



Trading Standards & Licensing

Strategic Assessment

October 2008 – March 2009

Version 1



CONTENTS

	Page Number
List Of Tables	2
Introduction	4
Executive Summary	4
National Intelligence Model	5
Strategic Framework	6
Oldham Borough Profile	7
Pestel Analysis	11
Summary Of Strategic Activities For October 2008- March 2009	13
Analysis Of Strategic Priorities	
Objective 1 <i>Prevent People Being The Victim Of Commercial Crime In Their Own Home</i>	17
Objective 2 <i>Disrupt Traders Operating In The Informal Economy</i>	21
Objective 3 <i>Prevent Harm To Children And Nuisance Caused By Young People From Access To Restricted Goods</i>	27
Objective 4 <i>Promote Social Responsibility In Licensed Premises</i>	36
Objective 5 <i>Ensure Safe Passenger Journeys, In Safe High Quality Licensed Vehicles With Safe Licensed Drivers</i>	41
Objective 6 <i>Ensure Fair Competition Through Goods And Services Being Accurately Measured, Correctly Described And Priced</i>	45
Objective 7 <i>Prevent Unsafe Goods From Entering The Market Place</i>	49
Objective 8 <i>To Ensure Informed And Reliable Food Choices For Consumers</i>	52
References	56

LIST OF TABLES

	Page Number
Table 1 Ethnicity Breakdown Of The Borough Of Oldham	7
Table 2 Age Structure Of The Borough Of Oldham	8
Table 3 Notifiable Offences Recorded By The Police (April - September 2008)	10
Table 4 Home Improvement And Maintenance Complaints By Month (April - September 2008)	19
Table 5 Bogus Selling Complaints In Oldham (April - September 2008)	19
Table 6 Complaints Received In Relation To Counterfeit Goods (April - September 2008)	24
Table 7 Percentage Of Complaints Received By The Service In Relation To The Type Of Goods Being Counterfeited (April - September 2008)	25
Table 8 Counterfeit Items Seized By Oldham Trading Standards (April - September 2008)	25
Table 9 How Often 14-17 Year Olds Say They Drink	30
Table 10 How Often 14-17 Year Olds Claim To Binge Drink	30
Table 11 When Not Buying Alcohol Themselves Where 14-17 Year Olds Claim To Obtain Their Drink	31
Table 12 The Percentage Of People Surveyed That Purchased Cigarettes From Other Sellers	32
Table 13 The Outcome Of Test Purchase Operations By Area (April - September 2008)	33
Table 14 Under Age Sales Complaints By Goods Type (April - September 2008)	34
Table 15 Social Responsibility Complaints Received By Category (April - September 2008)	38
Table 16 Social Responsibility Complaints Received By Type (April - September 2008)	38
Table 17 Complaints Received Relating To Licensed Vehicles (April - September 2008)	42
Table 18 Reasons For Complaints Regarding Licensed Vehicles/Drivers (April - September 2008)	43
Table 19 The 5 Main Types Of Complaint Dealt With By The Department For This Objective (April - September 2008)	46
Table 20 Complaints By Goods Type (April - September 2008)	47
Table 21 Safety Complaints Dealt With By The Service (April – September)	50

Table 22 Results Of Informal Samples Taken For AGMA Sampling Programme (April - September 2008) 52

Table 23 Reason For Unsatisfactory Samples (April – September 2008) 53

Table 24 Food Complaints Dealt With By The Service (April – September (2008) 54

INTRODUCTION

This Strategic Assessment covers the objectives of the Trading Standards and Licensing Group in Oldham Metropolitan Borough Council. It highlights our strategic objectives, as determined by reference to national, regional and local priorities for our service. The *Strategic Assessment* is carried out every 6 months - in April and October. It will include an assessment of our activities over the previous six months and the intelligence gathered to enable us to plan activities for the next six months. The assessment is based on the principles of the National Intelligence Model, used by enforcement agencies throughout the UK.

EXECUTIVE SUMMARY

A full *Strategic Review* was carried out in 2007. This can be viewed at <http://decision.oldham.gov.uk/DET07040036.Doc>. The purpose of this review was to consider the allocation of resources to priorities in light of recent national, regional and local developments.

We will continue to deliver a high quality responsive service covering all aspects of our Trading Standards & Licensing portfolio. Notable highlights over the past few months have included:

- Carried Out Operation Conway resulting in 113 vehicles checked
- Conducted 2 Bogus Caller Patrols in partnership with GMP
- Seized approximately 1800 counterfeit items
- Carried out 45 attempts to purchased alcohol by an underage volunteer resulting in 11 sales (24.4%)
- Participated in TSNW Vending Machine Project
- Closed down 1 unlicensed machine operator
- Completed 2 multi agency vehicle checks resulting in 35 vehicles being inspected, of which 12 were issued with PG9s due to not being roadworthy
- Issued 28 new PH Driver Licences and renewed 357, issued 147 PH Vehicle Licences and renewed 336.
- Issued 15 new Hackney Carriage driver licensed and renewed 36 and renewed 159 Hackney Carriage Vehicle licences
- Participated in Operation Owl
- Conducted 5 safety test purchases, 4 results were satisfactory and 1 is pending

NATIONAL INTELLIGENCE MODEL



What is it?

The National Intelligence Model (NIM) is widely acknowledged as a best practice business model for integrating intelligence gathering and deployment within the core business of enforcement agencies. The NIM allows the identification of complaint patterns, consumer detriment, assesses risk and improves enforcement outcomes. The NIM outlines the component parts of the intelligence process, clarifies terminology across partnerships, commonality in working practices and a greater understanding of the intelligence requirements to achieve maximum effectiveness within Trading Standards Services across the UK and with other agencies.

The NIM was developed by the National Criminal Intelligence Service (NCIS, now part of SOCA) and it became the policy of the Association Chief of Police Officers in 2000. It has also been adopted by several other partners namely, Police, HM Revenue & Customs, UK Intellectual Property Office, Food Standards Agency, Vehicle & Operator Services Agency, Federation Against Copyright Theft, Crime & Disorder Reduction Partnerships, Serious Organised Crime Agency, Border & Immigration Agency.

What are the benefits of using the NIM?

- introduces more rigour into management decision-making for both strategic and tactical purposes.
- ensures that resources such as intelligence products or enforcement officers are targeted effectively – *intelligence led*.
- identifies priority issues and manages risk effectively.
- adhering to the processes of the NIM improves partnership working and the ability to share intelligence with other agencies.
- achieves greater compliance with Human Rights Act (1998), Data Protection Act (1998) and Regulation of Investigatory Powers Act (2000).

There are 3 levels to the National Intelligence Model

Level 1- Local level

Level 2- Regional & Cross Border

Level 3- National and International

Further information on the National Intelligence Model:

National Centre for Policing Excellence & ACPO (2005). *Guidance on the National Intelligence Model*. Bedford: ACPO Centrex.

NCIS (2000). *The National Intelligence Model*. London: NCIS.

Further information on 5x5x5 intelligence report writing:

National Centre for Policing Excellence & ACPO (2006). *Guidance on the management of police information*. pp.75 – 93. Bedford: ACPO Centrex.

Source: O'Grady C (2007): *TSNW Strategic Assessment April 2007-March 2008*. Oldham, TSNW.

STRATEGIC FRAMEWORK

NATIONAL OBJECTIVES

Dept of BERR

Confident, Informed Consumers
Informed, Successful Business
Fair & Safe Trading Environment
Efficient, Effective and Improving
Trading Standards Service

Department of Health

Reduce Harm caused by Tobacco

Prime Minister's Strategy Unit

Alcohol Harm Reduction Strategy

- To tackle alcohol-related disorder in town and city centres;
- To improve treatment and support for people with alcohol problems;
- To clamp down on irresponsible promotions by the industry; and
- To provide better information to consumers about the dangers of alcohol misuse

Dept of Culture, Media & Sport

(Licensing Act 2003)
Reduce Crime & Disorder
Public Safety
Prevent Public Nuisance (EH)
Protection of Children from Harm

Office of Fair Trading

To make markets work well for consumers

Rogers Review- National Enforcement Priorities For Local Authority Regulatory Services

- Air Quality
- Alcohol Licensing
- Hygiene Of Food Businesses
- Improve Health In Work Premises
- Fair Trading
- Animal & Public Health (Time Limited)

National Indicator 183

Impact of Local Authority
Trading Standards Services on the
Fair Trading Environment

REGIONAL OBJECTIVES

AGMA

Achieve through partnership a more effective and efficient trading standards service.

Trading Standards North West

- Commercial crime in the home
- Informal economy
- Under age sales
- Fair Competition
- Unsafe Consumer Goods
- Food Standards and Food Choices
- Metrology

LOCAL OBJECTIVES

Local Strategic Partnership - Community Strategy

To realise our vision of Oldham, a Borough of well educated people who enjoy good quality employment in a healthy environment; a Borough which is a safe home for its people and welcoming to visitors; a thriving attractive Borough in the Pennine Hills; a Borough whose people are secure in their identity, share common values and enjoy equality of treatment; a Borough of racial, cultural and religious diversity, whose people live together in peace, respect and friendship.'

Council's Corporate Plan

- Community Cohesion
- A Prosperous Borough
- Realising the potential of children, young people & families
- An Improved Environment
- Healthy And Well Cared For People
- An improving Council striving for excellence

Crime & Disorder Reduction Partnership – To reduce:

- Racially motivated crime and incidents
- Drugs and alcohol related crime
- Property crime
- Violent crime
- Domestic violence
- Young people as perpetrators and victims of crime

Oldham Drug & Alcohol Action Team

- Better education and communication
- Improving Health and Treatment Services
- Combating Alcohol and Drug related crime
- Working with the Alcohol Industry

New Deal for Communities

Alcohol Harm Reduction Package

HMRF/NRA/Reassurance

To work in partnership to ensure high environmental quality and improved neighbourhood safety

Trading Standards & Licensing Group Strategic Objectives

Take action in Oldham now to:-

1. Prevent people being the victim of commercial crime in their own home
2. Disrupt traders operating in the informal economy
3. Prevent harm to children and nuisance caused by young people from access to restricted goods
4. Promote social responsibility in licensed premises
5. Ensure safe passenger journeys, in safe licensed vehicles with safe licensed drivers;
6. Ensure fair competition through goods and services being accurately measured, correctly described and priced
7. Prevent unsafe goods from entering the market place

Intelligence
Assessment

Strategic Tasking &
Co-ordination

Promotion & Marketing of
Service Activities

OLDHAM BOROUGH PROFILE

Population and Geography

The Borough of Oldham is situated in the North West of England with a population of 217,273¹. Males represent 48% of the population and Females represent 52%¹.

The population is ethnically diverse. The breakdown is detailed below.

Table 1 Ethnicity Breakdown In The Borough Of Oldham

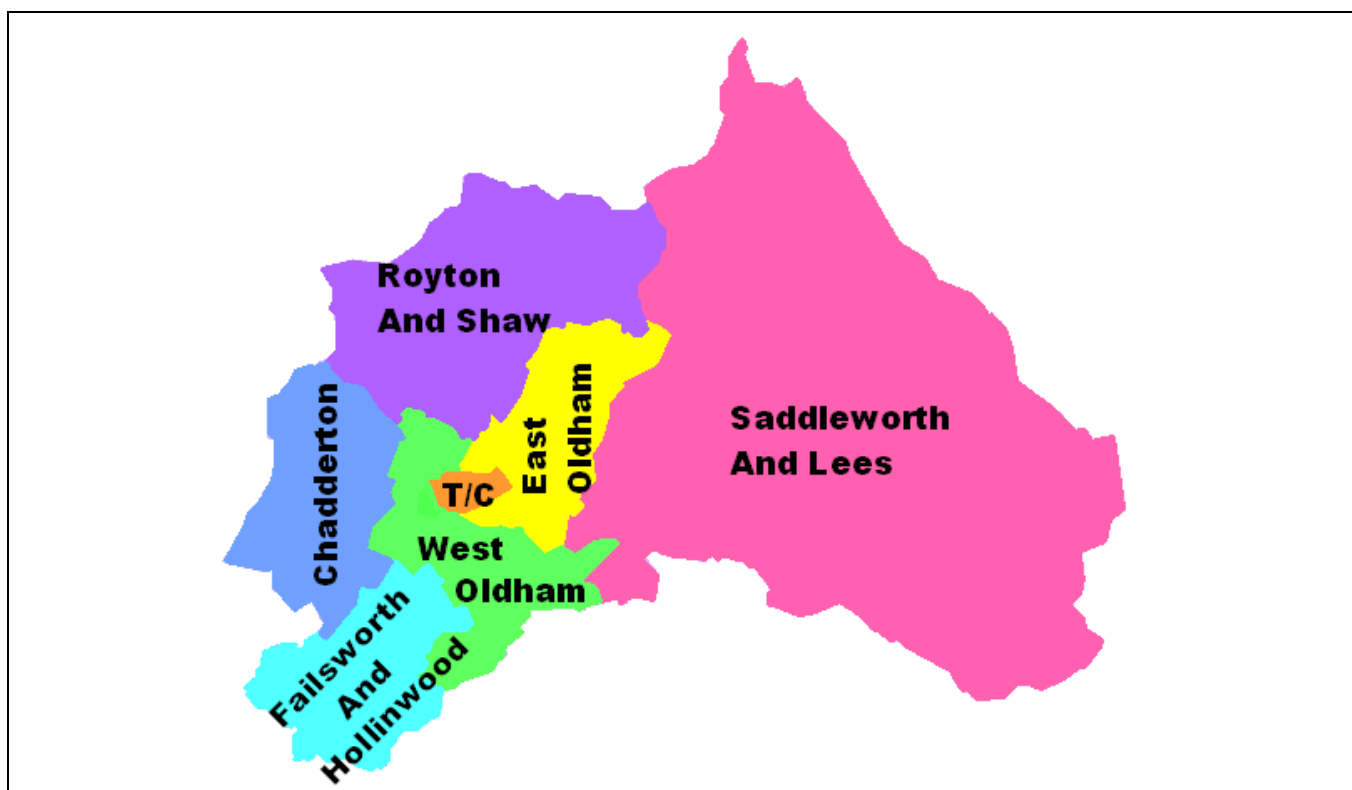
Ethnicity	Percentage
Asian or Asian British	11.9
Black or Black British	0.6
Chinese or Other Ethnic Group	0.3
Mixed	1.1
White	86.1

Source: Office of National Statistics (2001) *Neighbourhood Statistics*. [Online]. Available at www.statistics.gov.uk

Approximately 5.5% of the total population of the North West are ethnic minorities².

Geographically Oldham is 137,817.50¹ square metres in size. The borough is divided into 7 areas

Map Showing The 7 Areas Of The Borough Of Oldham



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¹ Office of National Statistics (2001) *Neighbourhood Statistics* [Online] Available at <http://www.statistics.gov.uk>

² Government Office For The North West (2007) *Regional Profile*. [Online] Available at <http://www.gos.hm-treasury.gov.uk>

Political

Oldham Council is a no overall control council with the Liberal Democrats as the largest single party. The Cabinet Member with responsibility for Trading Standards and Licensing is Councillor Mark Alcock. The Chair of the Licensing Committee is Councillor Jim McArdle.

Age Structure

There are over 56,000 persons under 18 years old in Oldham accounting for 25.9 % of the population¹.

40.8% of the population are between 30-59 years of age¹. The age breakdown for the borough is detailed below.

Table 2 Age Structure Of The Borough Of Oldham

Age Group	Percentage of Oldham Population
0-9	14.2
10-19	14
20-29	11.8
30-39	15.3
40-49	13
50-59	12.5
60-69	9
70+	10.3

Source: Office of National Statistics (2001) *Neighbourhood Statistics*. [Online]. Available at www.statistics.gov.uk

Deprivation

In 2004 the Office of the Deputy Prime Minister published the English indices of deprivation 2004 (revised). The score is calculated using 7 domains which are as follows;

- ❑ Income
- ❑ Employment
- ❑ Health and Disability
- ❑ Education, Skills and Training
- ❑ Barrier To Housing And Services
- ❑ Crime
- ❑ Living Environment

The borough of Oldham is ranked 42 out of 354 local authority areas in England³, with 1 being the most deprived and 354 being the least deprived.

³ Department Of Communities And Local Government (2007). *Indices Of Deprivation 2007*. Available at <http://www.communities.gov.uk>

Unemployment

At July 2008 the rate of unemployment in the borough was 4.5% relating to 4,322 persons⁴. This was the 3rd highest in Greater Manchester⁴. Over the year the unemployment rate has increased by 6.2%⁴. In comparison the UK as a whole experienced a 2.0% increase, The North West experienced a 6.6% increase and Greater Manchester experienced a 7.8% increase over the year⁴.

The rate of male unemployment for Oldham is 6.1%⁴. The rate of unemployment for females is 2.5%⁴. Both these figures are higher than Greater Manchester, the North West region and the UK as a whole⁴.

The wards with the highest levels of unemployment are Coldhurst (12.5%), St Mary's (11%), Alexandra (10.1%) and Werneth (10.0%)⁴. These wards have rates that are more than twice the borough average of 4.4%⁴.

This increasing trend in unemployment is continuing with the effects of the global economic crisis taking effect. An article in the Oldham Advertiser (22nd October 2008) states that the level of people claiming Job Seekers Allowance in Oldham has reached over 4,500 (www.oldhamadvertiser.co.uk).

Health

The average life expectancy of a male living in the Borough is 74.7 years and for females it is 79.3 years⁵. The life expectancy figures for both male and females in the borough is lower than those for the England Average⁵.

The death rate from smoking in Oldham is worse than for the England Average. There are 417 deaths that are contributed to smoking each year in Oldham⁵.

The rate of alcohol specific hospital admission for Oldham is higher than the England average. This equates to 808 hospital stays per year⁵.

Education

In 2007, 40.5% (average) of students in Oldham that took GCSEs achieved an A-C grade in 5 or more subjects⁶. This is worse than the England average, which was 46.8%⁶.

Crime

The British Crime Survey for 2007/2008 reported a 15% decrease in the number of recorded offences in Oldham on the previous year⁷. This relates to 14,783 offences at a rate of 67 offences per 1000 population⁷.

⁴ OMBC (2008) *Oldham Economic Review July 2008*. [Online] Available at <http://www.oldhaminfo.org>

⁵ Department Of Health And APHO (2008), *Oldham Health Profile 2008*. [Online] Available at <http://www.apho.org.uk>

⁶ Department Of Children Schools and Family (2007), Performance Tables GCSE or Equivalent. [Online] Available At <http://www.dcsf.org.uk>

⁷ Nicholas S, Kershaw C and Walker A (2008), *Crime In England And Wales 2007/2008*. Home Office. [Online] Available At <http://www.homeoffice.gov.uk>

Table 3 Recorded Crimes For 7 Key Offences

	2006/2007	2007/2008	Percentage difference from 06/07
Violence Against The Person	4260	3537	-17
Sexual Offences	266	238	-11
Robbery	572	506	-12
Burglary In A Dwelling	2329	2101	-10
Theft Of A Motor Vehicle	1208	999	-17
Theft From A Motor Vehicle	2835	2331	-18
Interfering With a Motor Vehicle	392	308	-21

Source: Local Authority Areas- Recorded Crime For Key Offences 2006/2007 to 2007/2008. [Online]. Available at www.homeoffice.gov.uk/rds/crimeew0708

PESTEL ANALYSIS

A Pestel Analysis is used to highlight potential issues what will affect the department in the forthcoming period. These issues are identified under the following headings- Political, Economic, Sociological, Technical, Environmental and Legal.

Political

- Development Of the Department For Communities and Local Government
- Food Labelling- Food Standards Agency's 'Traffic Light' Labelling System and Guideline Daily Amount Labelling System
- Influence Of Elected Members
- Rogers Review Of Local Authority Regulatory Priorities
- AGMA Public Protection Partnership
- Local Better Regulation Office

Economic

- Allocation Of Government Funding
- Councils Economic Strategy
- Trading Standards Budget
- Licensing Fees Income

At the time of print the budget for 2008/2009 had not been set or approved.

Sociological

- Changes In Local Demographics
- Crime In The Area
- The Ageing Population

Technological

- Access To Police National Computer
- Access To Police National Legal Database
- Consumer Direct Database

Environmental

Legal

- The Criminal Justice Act 2003 (Commencement No.19) Order 2008
- The Proceeds Of Crime Act 2002 (Investigations in England, Wales and Northern Ireland: Code Of Practice) Order 2008
- The Proceeds Of Crime Act 2002 (Cash Searches: Code Of Practice) Order 2008
- The Companies Act 2006 (Consequential Amendments etc) Order 2008
- The Companies Act 2006 (Consequential Amendments) (Taxes and National Insurance) Order 2008
- The Criminal Justice Act 1988 (Offensive Weapons) (Amendment) Order 2008
- The Trade Marks (Earlier Trade Marks) Regulations 2008
- Criminal Justice and Immigration Act 2008 c.4
- The Gambling Act 2005 (Commencement No.6 and Transitional Provisions) (Amendment) (No2) Order 2007
- The Gambling Act 2005 (Gaming Machines) (Definitions) Regulations 2007
- The Gambling Act 2005 (Premises Licences) (Review) Regulations 2007
- The Gaming Machine (Circumstances Of Use) Regulations 2007
- The Licensing Act 2003 (Summary Review Of Premises Licences) Regulations 2007
- The Consumer Protection From Unfair Trading Regulations 2008
- The Business Protection From Misleading Marketing Regulations 2008
- The Spreadable Fats (Marketing Standards) and the Milk and Milk Products (Protection of Designations) (England) Regulations 2008
- The Drinking Milk (England) Regulations 2008
- The Safeguarding Vulnerable Groups Act 2006 (Commencement No.2) Order 2008
- The Cosmetic Products (Safety) Regulations 2008
- The Magnetic Toys (Safety) Regulations 2008
- The Estate Agents (Redress Scheme) Order 2008
- The Estate Agents (Redress Scheme) (Penalty Charge) Regulations 2008
- The Eggs and Chicks (England) Regulations
- The Consumer Credit (Information Requirements and Duration of Licences and Charges) (Amendment) Regulations 2008
- The Cosmetic Products (Safety) (Amendment No. 2) Regulations 2008
- The Police and Criminal Evidence Act 1984 (Codes Of Practice) (Revisions to Code A) Order 2008
- The Enterprise Act 2002 (Specification Of Additional Section 58 Consideration) Order 2008

SUMMARY OF STRATEGIC ACTIVITIES FOR OCTOBER 2008 – March 2009

Prevent People Being The Victims Of Commercial Crime In Their Own Home		
Prevention	SA 1.01 SA 1.02	- Transfer Tradesafe to Business Regulation Solutions - Set Up No Cold Calling Zone in Royton/Shaw
Intelligence	SA 1.03 SA 1.04	- Develop Stronger Links and Consideration to Early Warning Referrals - Verify 100 Membership Claims for Mobile Traders
Enforcement	SA 1.05 SA 1.06 SA 1.07	- Ensure Rapid Response to Category 1 Door Step Crime Complaints - Carry Out Next Phase of Operation Tycho - Undertake Inspection of High Risk Credit Applications in Partnership With the OFT
Service Improvement	SA 1.08 SA 1.09	- Participate in TSNW Doorstep Crime Group and Initiatives at AGMA Level - Prepare a Proposal for Procuring a House for Covert Operations in 2009/2010

Disrupt Traders Operating In The Informal Economy		
Prevention	SA 2.01	- Review New Legislation on Money Laundering and Carry Out an Awareness Campaign of Affected Businesses
Intelligence	SA 2.02 SA 2.03	- Establish an Informal Economy Working Group With Key Partners to Tackle Level 1 Fraud as Set Out in the SOCA Strategic Assessment - Develop Links With Ebay and Undertake an Assessment of the Extent of Use for Counterfeit Activity in Oldham
Enforcement	SA 2.04 SA 2.05	- Undertake 4 Enforcement Operations on Counterfeiting - Take 20 Samples of Products (other than DVD's and clothing) for Brand Certification
Service Improvement		No Projects Identified

Prevent Harm To Children And Nuisance Caused By Young People From Access To Restricted Goods		
Prevention	SA 3.01 SA 3.02	- Participate in Operation Treacle - Develop Oldham's Tobacco Control Strategy
Intelligence		- No Projects Identified
Enforcement	SA 3.03 SA 3.04 SA 3.05 SA 3.06	- Refer Repeat Offending Premises to the Licensing Panel for Consideration of the Removal/Suspension of Their Licence. - Participate in TSNW UAS Campaigns - Undertake 12 Test Purchase Operations - Undertake 2 on Licensed Test Purchase Operations
Service Improvement	SA 3.07	- Undertake a Tactical Review of Under Age Sales to Inform Operations in 2009/2010

Promote Social Responsibility In Licensed Premises

Prevention	SA 4.01 SA 4.02	- Ensure the Proactive Licensing of All Traders Undertaking Licensable Activities. - Verify the Licence Status of 50 Takeaway Premises
Intelligence	SA 4.03	- Co-locate the Police Licensing Officer, Streetsafe Co-ordinator and Council Licensing Team at the VIP Centre
Enforcement	SA 4.04 SA 4.05	- Undertake Enforcement Checks on Club Premises To Ensure Conditions are Being Complied With - Develop a Joint Enforcement Plan for Oldham Town Centre in Accordance With the Hampton Principles
Service Improvement	SA 4.06 SA 4.07 SA 4.08	- Complete Roll Out of LALPAC for Licensing Administration - Develop a Plan for the Introduction of New Charities,, Credit and Flyers Licensing Legislation - Develop an Enforcement Policy for Skips and Highways Offences

Ensure Safe Passenger Journeys, In Safe High Quality Licensed Vehicles With Safe Licensed Drivers

Prevention	SA 5.01 SA 5.02 SA 5.03	- Carry Out a Consultation and Review of the Structure of Private Hire Operators Fees - Develop a Star Rating Scheme for Taxis and Private Hire Vehicles - Purchase 5 Hackney Carriage Journeys and Verify Accuracy of Taxi Meter
Intelligence		- No Projects Identified -
Enforcement	SA 5.04 SA 5.05	- Carry Out 4 Multi Agency Vehicle Checks - Carry Out 100 Road Side Checks of Drivers Including at Least 50 Requests for the Production of Documents
Service Improvement	SA 5.06 SA 5.07	- Complete a Review of the Taxi Limitation Policy, Vehicle Accessibility Standards and Vehicle Advertising Limitations - Review the Service Level Agreement for Vehicle Testing Services With Fleet Management Section

Ensure Fair Competition Through Goods And Services Being Accurately Measured, Correctly Described And Priced

Prevention	SA 6.01 SA 6.02	- Verify 30 Buy One Get One Free Officers in Retail Establishments - Undertake 10 Forecourt Inspections at Used Car Garages
Intelligence	SA 6.03	- Report on Performance Against NI183
Enforcement	SA 6.04 SA 6.05 SA 6.06	- Continue With Operation Church - Participate in North West Wholesale Delivery Survey at Schools - Undertake Phase 2 of the Medical Weighing Project 2008-2009
Service Improvement	SA 6.07 SA 6.08	- Complete Review of the Group's Adherence to the New Compliance Code, Including a Review of the Enforcement and Prosecutions Policy - Implement an Informal Written Advice/Action Plan Procedure for Non- Compliance

Prevent Unsafe Goods From Entering The Market Place

Prevention	SA 7.01 SA 7.02	- Complete a Review of Home Authority Relationships and Consider Whether any Companies Could Migrate to a Primary Authority Relationship - Undertake 10 Samples of Imported Cloth/Fabric for use to Make Clothing, Testing to see if Fire-Retardancy
Intelligence	SA 7.03	- Monitor RAPEX/TS Interlink notifications
Enforcement	SA 7.04 SA 7.05 SA 7.06 SA 7.07 SA 7.08	- Carry Out Operation Treacle - Carry Out AGMA Novelty Lighters Survey - Carry Out AGMA Electrical Chargers Survey - Carry Out Hot Water Bottle survey - Complete 2008-2009 High Risk Safety Inspection Programme
Service Improvement	SA 7.09	- Develop an Understanding of the Partnership Arrangement With Business Regulations Solutions Ltd

To Ensure Informed And Reliable Food Choices For Consumers

Prevention	SA 8.01	- Provide Technical Advice to Home Authority Food Companies
Intelligence	SA 8.02	- Develop Links With Intelligence-Led Information From the Food Standards Agency
Enforcement	SA 8.03 SA 8.04	- Complete 2008-2009 High Risk Food Inspection Programme - Take 100 Informal Food Samples
Service Improvement		- No Project Identified



OBJECTIVE ONE

Prevent People Being The Victims Of Commercial Crime In Their Own Home.

Objective Aims

This objective is aimed at ensuring that residents of Oldham are not the victims of crime in their own home. This is achieved by;

- ❑ Tackling Bogus Callers And Doorstep Con Men
- ❑ Reducing Unwanted Junk Mail Scams
- ❑ Enforcing Controls On The Supply Of Credit
- ❑ Tackling Illegal Homeworking Schemes, Gifting Schemes Or Lottery Scams

Review Of Actions Set In April- September 2008 Strategic Assessment

Prevention

Reference	Objective	Action/ Update	Status/Due Data
1.1	Sign up 24 members to the TradeSafe Scheme	In Total 67 traders have been recruited to the scheme. Another 4 traders are in the application process.	Open
1.2	Prepare For and Run Operation Conway	Operation carried out Results for TS: 113 vehicles checked and trader/driver/occupants checked with all relevant business and trader details checked. Business Names Offences discovered: 5 Corgi registration checks 3 Fensa registration checks 1 United Utilities check 1 CHAS check Dept for Work & Pensions: Over 100 vehicles checked – 8 cautions administered with further checks on details provided to be made. VOSA: 9 vehicles prohibited as un-roadworthy	Completed
1.3	Set up a “No Cold –Calling” Zone in Royton/Shaw	Area identified. Consultation Process Under way	Ongoing

Intelligence

Reference	Objective	Action/ Update	Status/Due Data
1.4	Improve ICT & Intelligence sharing links with GMP	Officers are now regular attendees to various enforcement agency briefings.	Open
1.5	Improve The Robustness Of Tactical Information On Doorstep Crime	From officer attendance to the various enforcement agency briefings, intelligence is now being received by the service and disseminated to appropriate officers to respond accordingly.	Open
1.6	Provide Doorstep Crime Information Into ANPR Processes	Hotlist is live on ANPR system with our contact details for any 'hits' or 'stop & checks'. The list can be updated and any new information or intelligence will be added.	Closed

Enforcement

Reference	Objective	Action/ Update	Status/Due Data
1.7	Undertake Inspection of High Risk Credit Applications in Partnership with the OFT	3 Licensing staff have attended training. Awaiting final agreement of protocols	Open
1.8	Ensure Rapid Response to Category 1 Doorstep Crime Complaints	All complaints are responded to.	Ongoing
1.9	Develop Regular Joint Bogus Caller Patrols with GMP	2 patrols conducted. Traders spoken to and checked by TS, GMP and DWP. Doorstep sellers stopped and spoken to.	Ongoing

Service Improvement

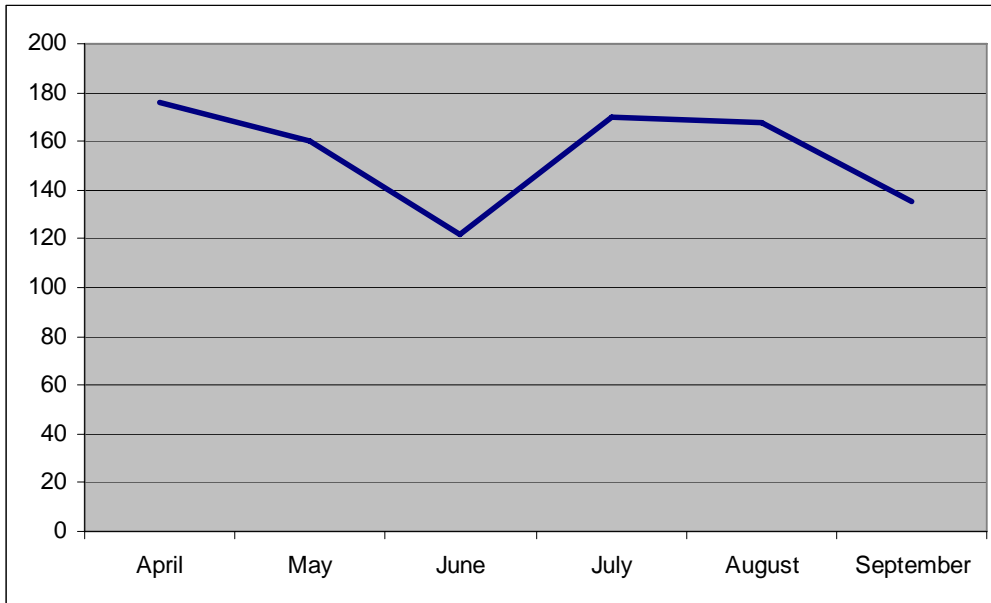
Reference	Objective	Action/ Update	Status/Due Data
1.10	Participate in the "Knock-Knock" Campaign by GMPA and GMP	Group set up with multi-agencies. Regular meetings being held. Action plan agreed with numerous tasks for group. Attended GM Bogus Caller meetings. New campaign 'Think More Before buying at Your Door' commenced.	Ongoing
1.11	Consider the Service Needs and Commence Procurement Process for Replacement of Rapid Response Vehicle	Vehicle type agreed. Specifications identified	Closed

Data Analysis

During the period from the 1st April to 30th September 2008 the department received over 3681 complaints. The types of complaints that are received for this objective relate to bogus callers, rogue traders and mail scams. Of the complaints the department received 2.2% (81) are coded as relating to bogus selling, direct marketing to vulnerable groups and high-pressure sales.

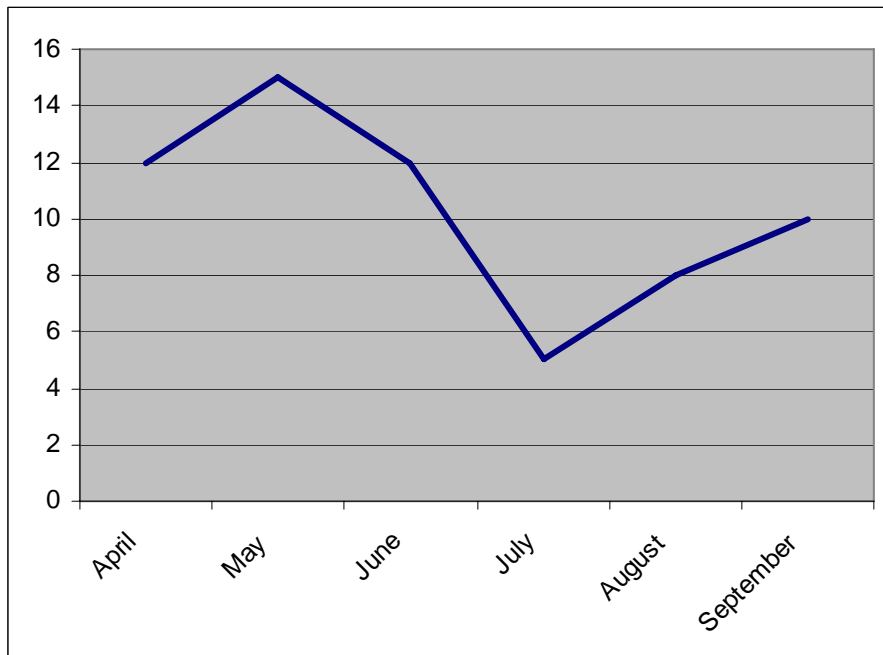
The largest proportion of complaints the department received relates to home improvement and maintenance complaints accounting for 25%.

Table 4 Home Improvement and Maintenance Complaints by Month (April-September 2008)



Source: Oldham Trading Standards 2008

Table 5 Bogus Selling Complaints Recorded In Oldham (April- September 2008)



Source: Oldham Trading Standards 2008

Priorities For October 2008- March 2009

Prevention	<ul style="list-style-type: none"> - Transfer Tradesafe to Business Regulation Solutions - Set Up A No Cold Calling Zone in Royton/Shaw
Intelligence	<ul style="list-style-type: none"> - Develop Stronger Links and Consideration to Early Warning Referrals - Verify 100 Membership Claims for Mobile Traders
Enforcement	<ul style="list-style-type: none"> - Ensure Rapid Response to Category 1 Door Step Crime Complaints - Carry Out Next Phase of Operation Tycho - Undertake Inspection of High Risk Credit Applications in Partnership With the OFT
Service Improvement	<ul style="list-style-type: none"> - Participate in TSNW Doorstep Crime Group and Initiatives at AGMA Level - Prepare A Proposal for Procuring A House for Covert Operations in 2009/2010

National Indicators

This strategic objective contributes to corporate and partnership performance in the following National Indicators as part of the Local Area Agreement:

TIER 1

- NI16 – serious acquisitive crime rate
- NI138 – satisfaction of over 65’s.
- NI 130 – Individual budgets for social care users
- NI 136 – People supported to live independently
- NI 151 – Overall employment rate
- NI 171 – VAT Registration rate

TIER 2

- NI 124, 125, 141,142 – Independent living
- NI 139 – Advice and assistance for over 65’s

TIER 3

- NI 166 – Average earnings of employees
- NI 172 – VAT Registered businesses showing growth
- NI 182 – Satisfaction of businesses with regulatory services
- NI 183 – Impact of Trading Standards

As a greater understanding of the indicators is gathered the number of indicators may increase.



OBJECTIVE TWO

Disrupt Traders Operating In The Informal Economy

Objective Aims

- ❑ Tackling The Sale Of Counterfeit Goods
- ❑ Licensing Of Second Hand Dealers and Preventing Sales Of Stolen Goods From Second Hand Shops And Markets
- ❑ Working With Customs And The Police Targeting Illegal Traders
- ❑ In Partnership With The Police, Taking Action Against The Trading Activities Of Crime Families

Review Of Actions Set In April- September 2008 Strategic Assessment

Prevention

Reference	Objective	Action/ Update	Status/Due Data
2.1	Review New Legislation on Money Laundering and Carry out an Awareness Campaign of Affected Businesses	Awaiting key decisions from OFT.	Open

Intelligence

Reference	Objective	Action/ Update	Status/Due Data
2.2	Make Use of Industry Produced Intellectual Property Theft Campaigns to Raise Awareness	Not allocated	
2.3	Establish an Informal Economy Working Group with Key Partners to Tackle Level 1 Fiscal and Non-Fiscal Fraud as set out in the SOCA Strategic Assessment	To be progressed Q3-4	Carry Forward
2.4	Improve the Processes for Feeding 5x5x5 Intelligence into Local and Regional Intelligence Unit	Modifications have been made to electronic systems to allow for electronic submission of 5x5x5. These are now filtering through.	Ongoing
2.5	Undertake Analysis of Level 1 Intellectual Property Crime to Target Operations	Intelligence on counterfeiting is incorporated into the monthly tasking document.	Closed

Enforcement

Reference	Objective	Action/ Update	Status/Due Data
2.6	Undertake a Survey of Online Auction Sites for Counterfeiting Activity in Oldham	Not allocated	Closed
2.7	Undertake Targeted Intelligence-Led Operations Against Counterfeiting Activity in Oldham	Two operations were carried out along with test purchases where authenticity was is question	Open

Service Improvement

Reference	Objective	Action/ Update	Status/Due Data
2.8	Appoint an Accredited Financial Investigator to Improve Proceeds of Crime Recovery Work	Report submitted to Directorate	Suspended

Data Analysis

The Gowers Review of Intellectual Property

In 2005 the Government asked Andrew Gowers to conduct a wide-ranging review to ensure that the UK's intellectual property system was fit for purpose in a time of rapid global economic change and competition. Gowers' findings were that the system was fit for purpose but that there were areas that could be improved. The three areas highlighted for improvement are:

1. Enforcement
2. Costs of registration
3. Balance and flexibility in a digital age.

The Review contains 53 recommendations. Many of these relate to how the various forms of IP (Intellectual Property) protection are applied for, the costs and rights of enforcement. Recommendations 35-45, however, relate to criminal enforcement and are of particular interest to Trading Standards.

The Government's response to the Review, as announced in the pre-budget report for 2006, is that it "will take forward" those recommendations, endorses the "full Gowers enforcement package" and will provide an additional £5m for Trading Standards to "support the implementation of their new powers" (Recommendation 42).

The major implication for Trading Standards is recommendation 42, which is the enactment of section 107A of the Copyright, Designs and Patents Act, which as well as giving enforcement powers also creates a statutory duty to enforce this law.

TSNW Policy on the Gowers Review and its recommendations

To accept that IP crime is a significant, strategic commercial activity and welcome the fact that the Treasury views Trading Standards as a leading stakeholder in enforcement.

Welcome the opportunities created by the Review for increased partnership working with other agencies, including rights holders, the Police and HMRC.

Support the recommendation that the National IP Crime Strategy is pivotal to enforcement in the UK.

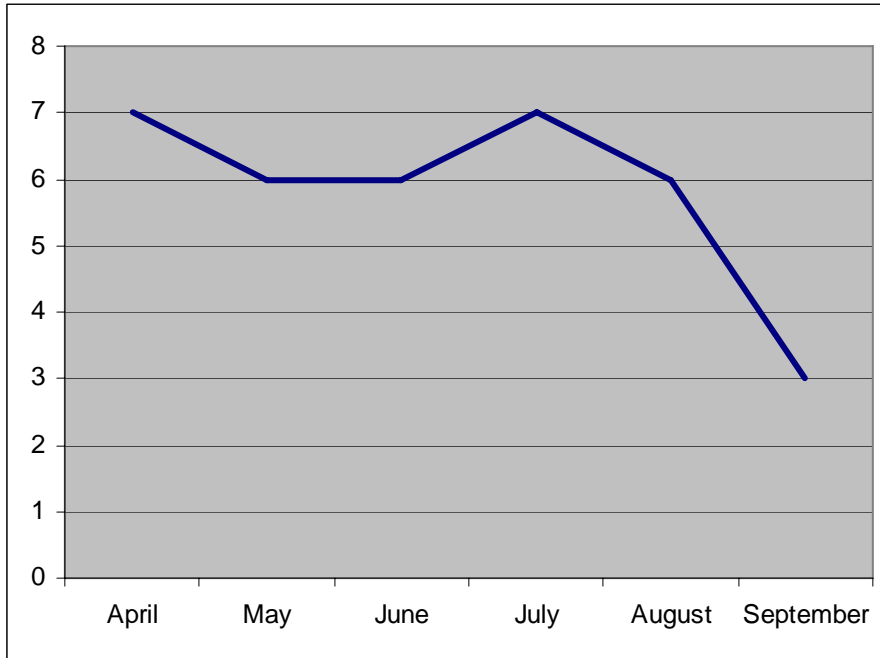
Sources: HM Treasury (2006). *The Gowers Review of Intellectual Property*. [Online]

Available at: <http://www.hm-treasury.gov.uk>

O'Grady C (2007): *TSNW Strategic Assessment April 2007-March 2008*. Oldham, TSNW.

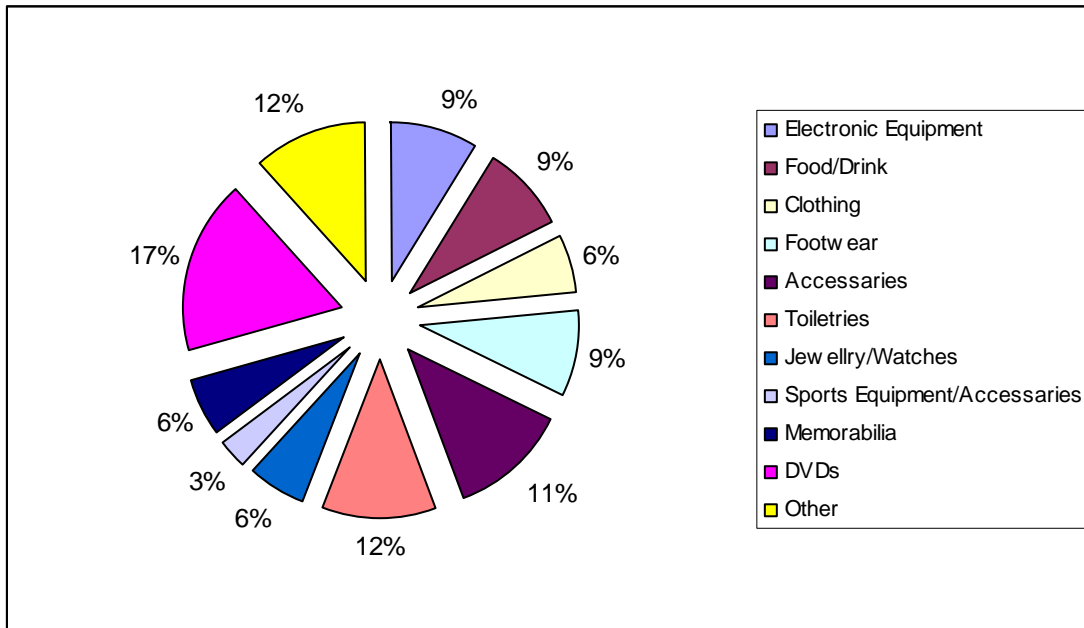
During the period April-September 2008 the service received 35 complaints regarding counterfeiting accounting for 1% of all complaints.

Table 6 Complaints Received In Relation To Counterfeit Goods (April- September 2008).



Source: Oldham Trading Standards 2008

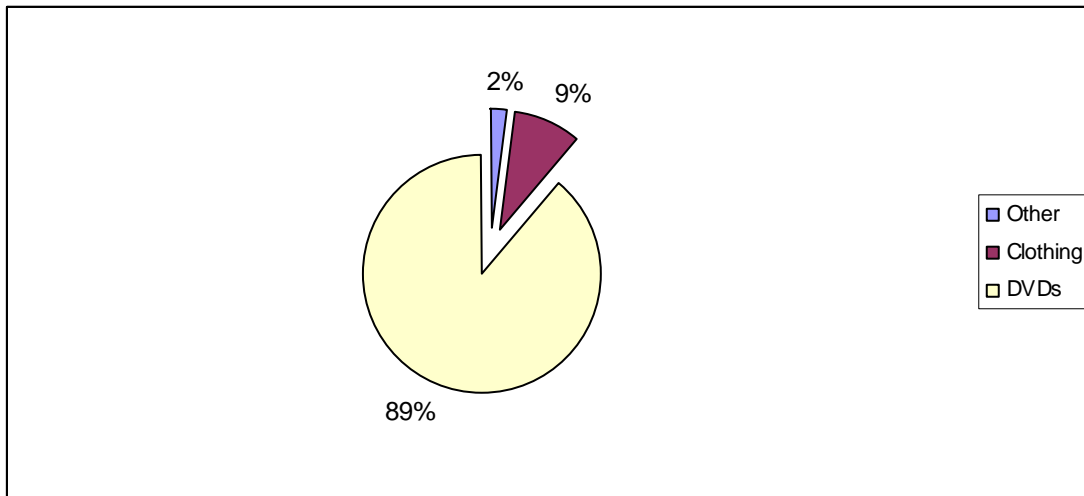
Table 7 Percentage Of Complaints Received By The Service In Relation To The Type Of Goods Being Counterfeited (April –September 2008)



Source: Oldham Trading Standards 2008

The largest category is for the counterfeiting of DVDs.

Table 8 Counterfeit Items Seized By Oldham Trading Standards (April-September 2008)



Source: Oldham Trading Standards 2008

The category other includes seizures of counterfeit watches (13), sunglasses (5), toiletries (6), vodka (9), Electronic Equipment and accessories (5) and Toys (3).

Priorities For October 2008- March 2009

Prevention	- Review New Legislation On Money Laundering and Carry Out An Awareness Campaign of Affected Businesses
Intelligence	- Establish an Informal Economy Working Group With Key Partners to Tackle Level 1 Fraud as Set Out in the SOCA Strategic Assessment - Develop Links With Ebay And Undertake an Assessment of the Extent of Use for Counterfeit Activity in Oldham
Enforcement	- Undertake 4 Enforcement Operations on Counterfeiting - Take 20 Samples of Products (Other than DVD's and Clothing) for Brand Certification
Service Improvement	No Projects Identified

National Indicators

This strategic objective contributes to corporate and partnership performance in the following National Indicators as part of the Local Area Agreement:

TIER 1

NI 151 – Overall employment rate

NI 171 – VAT Registration rate

TIER 2

TIER 3

NI 166 – Average earnings of employees

NI 172 – VAT Registered businesses showing growth

NI 182 – Satisfaction of businesses with regulatory services

NI 183 – Impact of Trading Standards

As a greater understanding of the indicators is gathered the number of indicators may increase.



OBJECTIVE THREE

Preventing Harm To Children And Nuisance Caused By Young People From Access To Age Restricted Products.

Objective Aims

- ❑ Undertaking Test Purchases Of Age Restricted Products Including Alcohol, Fireworks And Tobacco Products
- ❑ Advisory Visits To Licensed Premises To Prevent Sales Of Age Restricted Products
- ❑ Undertaking Talks To Local Schools In Relation To Firework Nuisance
- ❑ Encouraging Businesses To Support And Use Proof Of Age Cards.

Review Of Actions Set In April- September 2008 Strategic Assessment

Prevention

Reference	Objective	Action/ Update	Status/Due Data
3.1	Participate in Operation Owl	<p>All off-licences were informed in writing of the initiative and that they would be visited in order to promote the Shop Safe and Think 21 Campaigns plus the Shop Watch Licensing Forum. 3 Test Purchase exercises took place 24 premises visited resulted in 2 sales.</p> <p>75+ premises were visited to sign up to the Shop Safe Scheme, resulting in 50+ signups.</p> <p>Dedicated patrols – intelligence/op reports submitted by all officers.</p>	Completed

Intelligence

Reference	Objective	Action/ Update	Status/Due Data
3.2	Maintain a Register of Retailers with Complaints of Under Age Sales for Targeted Operations	This document is updated regularly.	Closed
3.3	Provide Support to the Review of Under Age Drinking by the Overview and Scrutiny Commission	Draft report has been circulated. TS/L comments have been feedback. Work Shops to discuss report completed.	Closed
3.4	Participate in an Alcohol Commission	Awaiting outcome of commission.	Suspended

Enforcement

Reference	Objective	Action/ Update	Status/Due Data
3.5	Conduct at Least 12 Test Purchase Exercises (120 attempts)	9 operations were carried out 6 for alcohol, 2 for cigarettes and 1 for offensive weapons	Ongoing
3.6	Refer Repeat Offending Premises to the Licensing Panel for Consideration of the Removal/Suspension of their Licence	No repeat offenders identified.	Open

Service Improvement

Reference	Objective	Action/ Update	Status/Due Data
3.7	Enhance the Groups Approach to Alcohol Interventions and the Local/Regional Alcohol Harm Reduction Strategies.	Participation in the Alcohol Commission and continuing Test Purchase Operations	Ongoing

Data Analysis

The current minimum age for the sales of certain products is listed below;

16 years	18 years
Solvents	Alcohol
Lottery Tickets	Cigarettes or tobacco
	Fireworks
	Knives

It is also illegal to supply films to persons under the classification age. The current classifications are 12, 15 and 18.

Risky Drinking And Its Consequences

A Joint Study between the Centre for Public Health, Liver John Moores University, Trading Standards North West and Home Office North West looked at under age drinking and its relationship with alcohol-related violence.

The key findings were;

- 84% of 15-16 year olds across the North West drink alcohol
- 15-16 year olds drink the equivalent of 44 bottles of wine or 177 pints of beer a year.
- 30% (approx 57,000) 15-16 year old binge drink (drinking five or more drinks in one session)
- Binge Drinkers are more likely to be involved in alcohol related violence
- 34.1% of 15-16 year olds claimed to buy their own alcohol.
- Binge drinking was more frequent in deprived areas at a rate of 39.1% compared to 31.1% in more affluent areas.

Hughes S, Bellis M, Hughes K, Tocque K, Michela M, Hennessey M and Smallthwaite L (2008) *Risky Drinking In North West School Children And Its Consequences*. Available [Online] at <http://www.cph.org.uk/publications>

North West Public Health Observatory

Data compiled by the North West Public Health Observatory highlighted that the rates of alcohol specific hospital admission was increasing amongst 16 years old and under. The types of conditions include alcohol poisoning and alcoholic liver disease. The key findings were;

- The majority of school children by the age of 16 would have tried alcohol.
- Many more would be consuming it on a regular basis
- The rate of alcohol specific hospital admission within females was 2½ times higher for the North West than London.
- The rate of alcohol specific hospital admission within males is 4 times higher for the North West than London indicating a north/south divide.

The Rate (Per 100,000 Population) Of Alcohol Specific Hospital Admissions For Oldham (2002/03 to 2004/05) was;

Male	92.32
Female	105.48

Source: Hughes S, Dedman D and Tocque K (2007) *Alcohol Specific Hospital Admission For Those Aged 16 And Under*. [Online] Available at www.nwpho.org.uk

Trading Standards North West- Alcohol Survey

TSNW commissioned an Alcohol Survey of Young People and the results were published in June 2007. The aim of the research was; “To Identify How And Where Youngsters Obtain Alcohol And Cigarettes In Order To Effectively Plan Intelligence Led Campaigns”

For the survey 696 14-17 year olds throughout the borough completed a questionnaire. The key findings of the report that relate to Oldham are detailed below;

Table 9 How Often 14-17 Year Olds Say They Drink

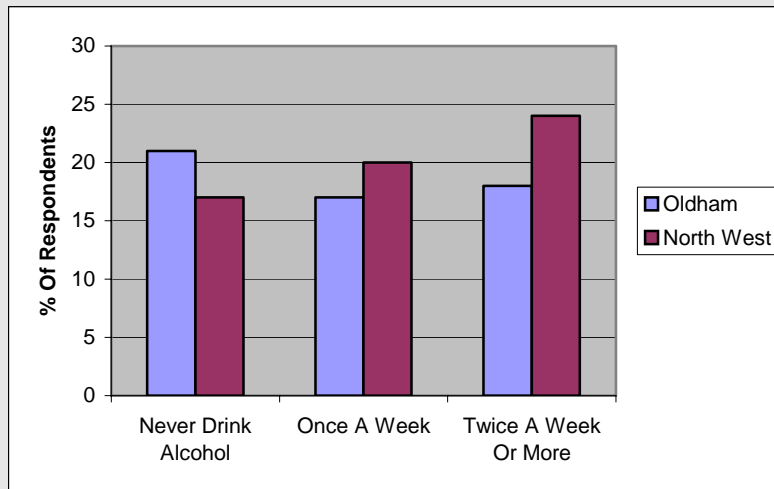
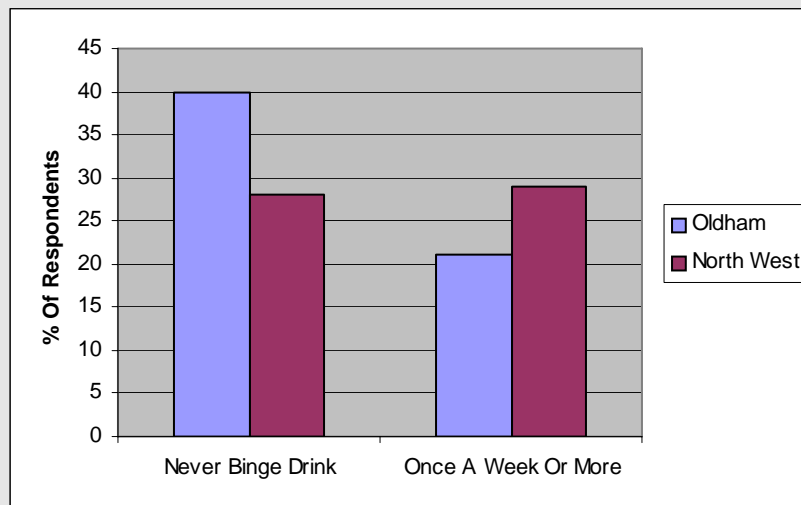


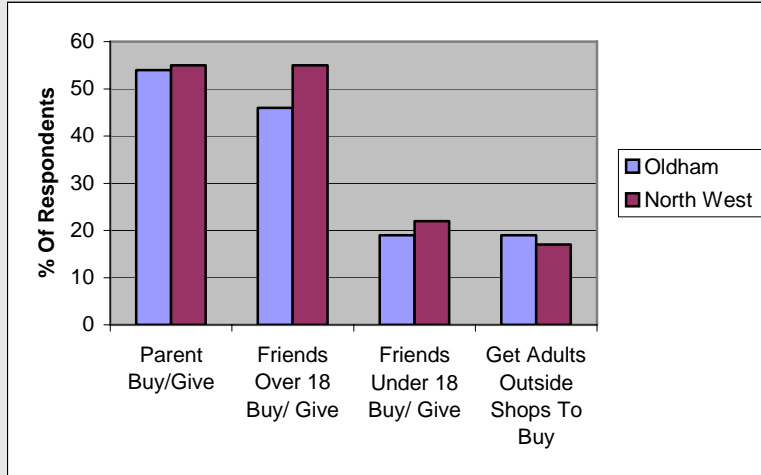
Table 10 How Often 14-17 Year Olds Claim To Binge Drink



- 67% of 16 year olds claim to binge drink 2 or more times a week. In comparison the North West figure is 17%.
- 76% of regular binge drinkers drink outside in the street and in parks.
- 27% of those who drink alcohol outside state they drink in a group of more than 20 others. This is 9% more than the regional average.
- 15% of 14-16 claim to buy their own alcohol
- 69% of 14-17 year olds claim to buy from off licences. In comparison the North West average is 53%.

Source: TSNW (2007) *Alcohol Survey Of Young People*. [Online] Available at <http://www.tradingstandards.gov.uk/oldham>

Table 11 When Not Buying The Alcohol Themselves Where 14-17 Year Olds Claim to Obtain Their Drink



- 25% of 14-17 year olds admitted to having been violent whilst drunk.
- 14% claim to have been in a car with a young person who has been drinking
- 11% indicated regret after having sex after drinking alcohol.
- 27% of young females and 20% of young males appear to be exceeding the recommended number of units per week for an adult

Source: TSNW (2007) *Alcohol Survey Of Young People*. [Online] Available at <http://www.tradingstandards.gov.uk/oldham>

Trading Standards North West- Smoking Survey

At the same time as the alcohol survey of young people, Trading Standards North West commissioned a survey looking at the smoking habits of young persons in the North West. The results were published in September in preparation for new legislation which increases the age at which sales could be made from 16 years to 18 years.

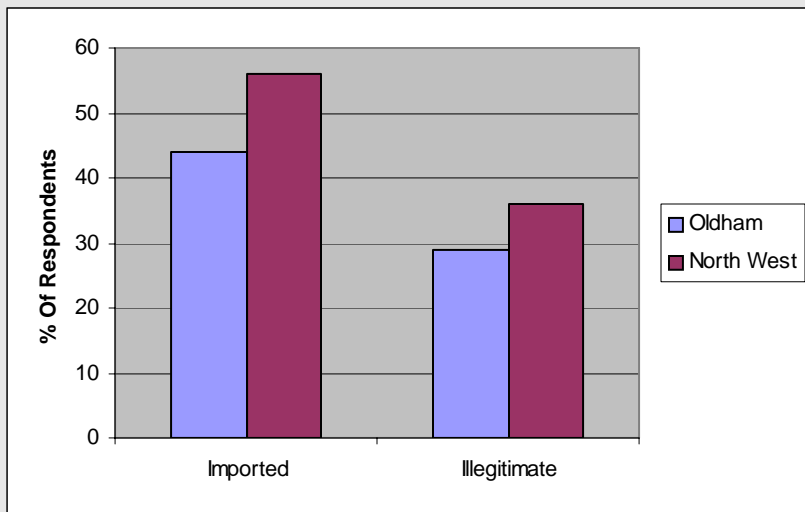
The key findings from the survey were;

- 17% of 14-17 year old in Oldham smoke. This is lower than the North West average of 22%
- Of those that smoke 62% had parents that smoked
- 37% of 14-17 year old that smoked claimed to have started at the age of 12 or younger.

In the North West nearly half of 14-15 year old claims to purchase cigarettes themselves from;

- Off Licences (49%)
- Newsagents (44%)
- Brothers/Sisters/Friends (34%)

Table 12 The Percentage Of People Surveyed That Purchased Cigarettes From Other Sellers

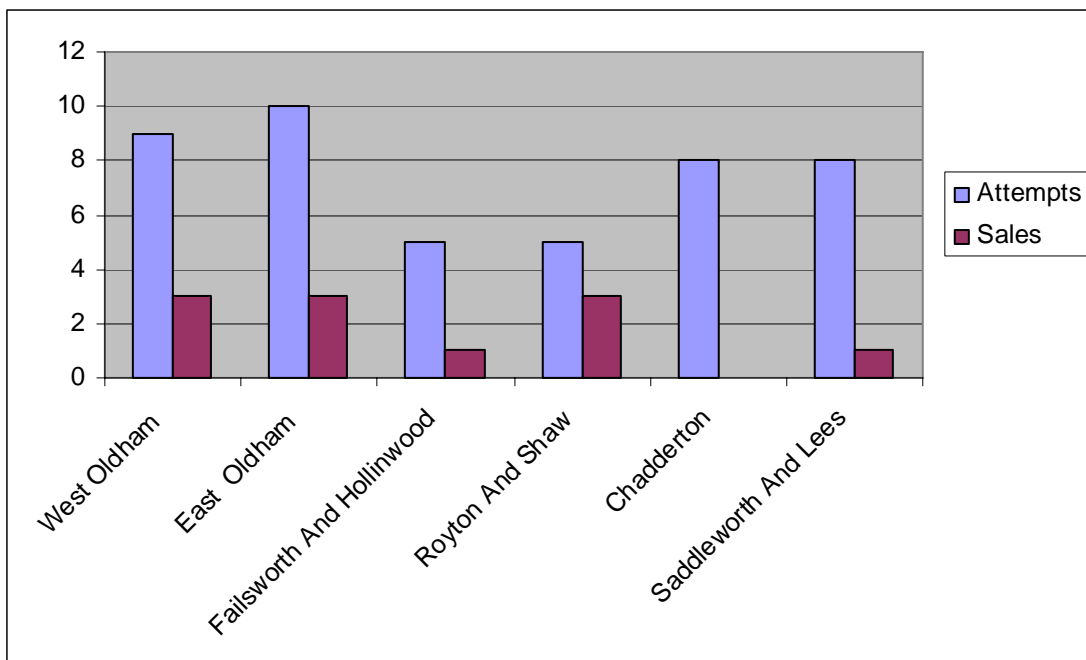


Source: TSNW (2007) Smoking Survey Of Young People. [Online] Available at <http://www.tradingstandards.gov.uk/oldham>

Test Purchases

During the period 1st April – 30th September 2008, 45 attempts were made to purchase alcohol by under age volunteers resulting in 11 sales (24.4%). The graph below shows the results for each area.

Table 13 The Outcome Of Test Purchase Operations By Area (April-September 2008)



Source: Oldham Trading Standards 2008

For the same period in 2007 the number of test purchases that resulted in a sale was 19.2%. This is 5.2% lower than this years figure.

Tobacco Control Project

In partnership with the Department of Health and to support Oldham's Health and Wellbeing Agenda, 2 test purchases exercises were carried out in August.

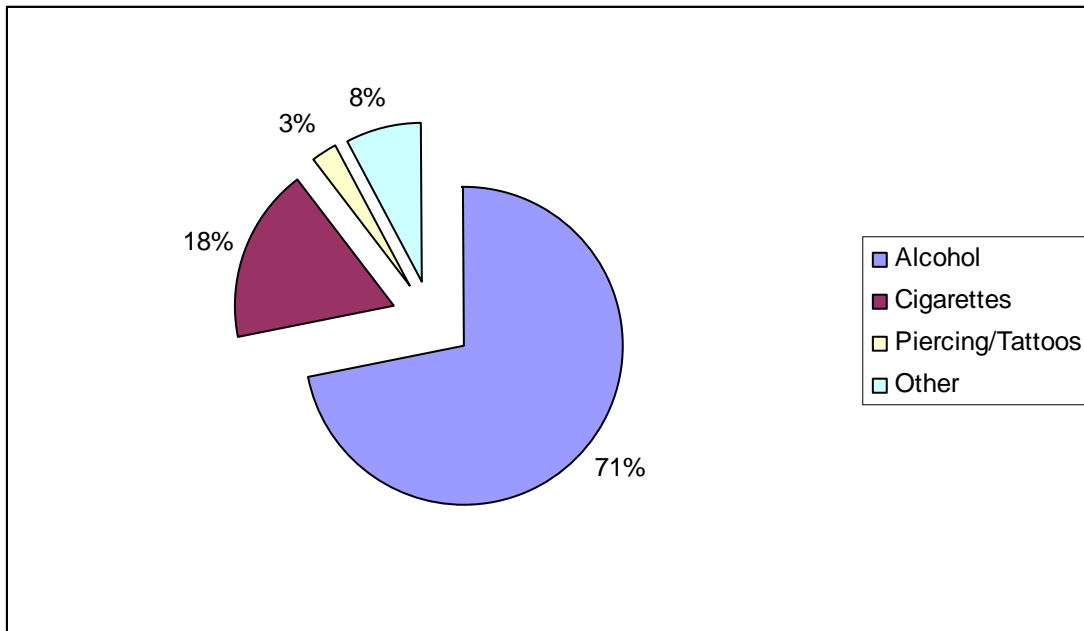
The aim of the exercises was to establish if an underage volunteer would be able to obtain cigarettes from a vending machine within an on-licensed premise. There were 13 attempts to obtain cigarettes resulting in 11 sales (84.6%)

This work forms part of a wider Tobacco Control Initiative.

Complaints

The service received 39 Under Age Sales complaints during April- September 2008. This is almost 20% lower than that for the same period in 2006/2007.

Table 14 Under Age Sales Complaints By Goods Type (April - September 2008)



Source: Oldham Trading Standards 2008

The majority of complaints received are for under age sales of alcoholic drinks.

Priorities For October 2008- March 2009

Prevention	<ul style="list-style-type: none"> - Participate In Operation Treacle - Develop Oldham's Tobacco Strategy
Intelligence	<ul style="list-style-type: none"> - No Projects Identified
Enforcement	<ul style="list-style-type: none"> - Refer Repeat Offending Premises to the Licensing Panel for Consideration of the Removal/Suspension of Their Licence - Participate in TSNW Under Age Sales Campaigns - Undertake 12 Test Purchase Operations - Undertake 2 On Licensed Test Purchase Operations
Service Improvement	<ul style="list-style-type: none"> - Undertake a Tactical Review of Under Age Sales to Inform Operations in 2009/2010

National Indicators

This strategic objective contributes to corporate and partnership performance in the following National Indicators as part of the Local Area Agreement:

TIER 1

- NI 15 – serious violent crime rate
- NI 17 – Perceptions of anti social behaviour
- NI 39 – Alcohol related hospital admissions
- NI 75, 78, 79 – Educational attainment
- NI 87 – Persistent absence from school
- NI 50 – Emotional Health of a child
- NI 120 All Age All Cause Mortality
- NI 121 – Under 75's mortality from circulatory disease
- NI 122 – Under 75's mortality from cancers

TIER 2

- NI 6 – participation in regular volunteering
- NI 27 – Understanding of anti social behaviour
- NI 43 – Young people in the criminal justice system
- NI 86 – Secondary Schools behaviour
- NI 99, 100, 101 – Educational attainment
- NI 112 – Under 18 Conception rate
- NI 113 – Prevalence of Chlamydia in young people
- NI 123 – Smoking prevalence in 16+

TIER 3

- NI 20 – Minor injury rate
- NI 21 – Dealing with concerns about Anti Social Behaviour
- NI 22 – Parental responsibility
- NI 24, 25 – Satisfaction with dealing with anti social behaviour
- NI 41 – Perceptions of drunk or rowdy behaviour
- NI 115 – Substance Abuse by young people
- NI 182 – Satisfaction of businesses with regulatory services
- NI 183 – Impact of Trading Standards
- NI 115 – Substance abuse by young people
- NI 119 – Self reported feeling of health and wellbeing
- NI 182 – Satisfaction of businesses with regulatory services
- NI 183 – Impact of Trading Standards

As a greater understanding of the indicators is gathered the number of indicators may increase.



PRIORITY FOUR

Promote Social Responsibility In Licensed Premises

Objective Aims

- ❑ To Ensure Compliance With Conditions Attached To Licences And Permissions
- ❑ To Work With The Industry In Ensuring Open Communication Channels
- ❑ To Actively Participate In Pubwatch Meetings And Industry Groups
- ❑ To Work With Licence Holders And Ensure That Advice And Guidance Is Given

Review Of Actions Set In April - September 2008 Strategic Assessment

Prevention

Reference	Objective	Action/ Update	Status/Due Data
4.1	Ensure the Proactive Licensing of all Traders Retailing Alcohol and Undertaking Other Licensable Activities	Premise Licences: New 4 & Variation 16 Personal Licences: 82 Street Trading: Licences 11 & Consent 45	Ongoing
4.2	Establish a Shop Watch Forum	Letters sent to all off-licences (approx 220). There was not enough of a response to set up a forum	Closed

Intelligence

Reference	Objective	Action/ Update	Status/Due Data
4.3	Gather Intelligence on Illegal Betting in Pubs	4 premises identified and visited. Warning letters issued. No further intelligence.	Closed
4.4	Gather Intelligence About Un-Licensed Machine Operators in Pubs and Clubs	A warrant has been executed and one operator closed down.	Closed

Enforcement

Reference	Objective	Action/ Update	Status/Due Data
4.5	Visit 20 Off-Licences to Check Licences are Properly Displayed	Premises visited and advice given.	Closed
4.6	Undertake Enforcement Checks on Club Premises to Ensure Conditions are Being Complied With	Activity commenced but suspended due to another operation taking priority.	Carry Forward
4.7	Develop a Refreshed <i>StreetSafe</i> Strategy in Partnership with GMP	Principal Officer worked with LA liaison officer and business case submitted to SNB for funding. Officer to be recruited to develop projects with PO	Open

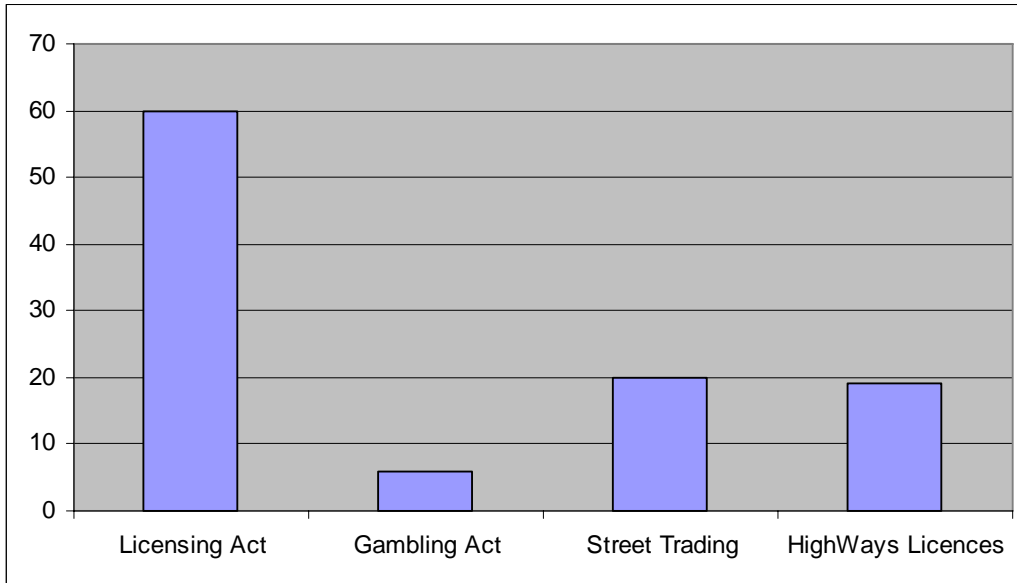
Service Improvement

Reference	Objective	Action/ Update	Status/Due Data
4.8	Complete the Rollout of LALPAC for Licensing Administration	System purchased. Installation delays due to ICT	Carry Forward
4.9	Develop an Enforcement Policy for Skips and Highway Offences	Document Ready to go to Legal. Once agreed enforcement will fall into day-to-day duties of officer.	Open
4.10	Develop a Plan for the Introduction of New Charities, Credit and Flyer Licensing Legislation	Flyers – Town centre identified as ‘No Flyer’ Zone. Conditions drawn up along with criteria for obtaining a licence. Report with Directors – waiting to be signed off before going to Cabinet. Charities – NFA – waiting for legislation to be rolled out Credit Licensing – 3 staff attended training.	Carry Forward

Data Analysis

From 1st April – 30th September 2008 the department received 105 complaints related to this objective. 60 of the complaints were for issues relating to the Licensing Act 2003.

Table 15 Social Responsibility Complaints Received By Category (April - September 2008)

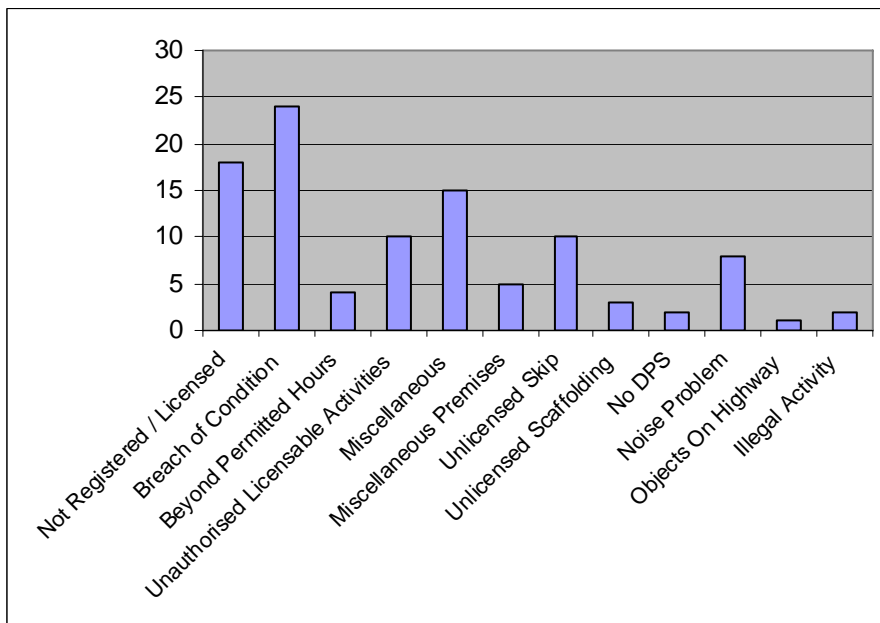


Source: Oldham Trading Standards 2008

The 3 main types of complaints received under the Licensing Act 2003 relate to unauthorised licensable activities, miscellaneous and breach of conditions.

The category for Not Registered/Licensed relates to Street Trading complaints.

Table 16 Social Responsibility Complaints Received by Type (April- September 2008)



Source: Oldham Trading Standards 2008

During the period the department processed the following;

- | | |
|-----------------------------|----|
| □ New Premise Applications- | 14 |
| □ Variations- | 6 |
| □ Personal Licenses- | 82 |
| □ Street Trading Licenses- | 11 |
| □ Consent- | 45 |

Priorities For October 2008- March 2009

Prevention	<ul style="list-style-type: none"> - Ensure the Proactive Licensing of all Traders Undertaking Licensable Activities - Verify the Licence Status of 50 Takeaway Premises
Intelligence	<ul style="list-style-type: none"> - Co-locate the Police Licensing Officer, Streetsafe Co-ordinator and Council Licensing Team at the VIP Centre
Enforcement	<ul style="list-style-type: none"> - Undertake Enforcement Checks on Club Premises to Ensure Conditions are being Complied With - Develop A Joint Enforcement Plan for Oldham Town Centre in Accordance with the Hampton Principles
Service Improvement	<ul style="list-style-type: none"> - Complete Roll Out Of LALPAC for Licensing Administration - Develop A Plan For the Introduction of New Charities, Credit and Flyers Licensing Legislation - Develop an Enforcement Policy for Skips and Highways Offences

National Indicators

This strategic objective contributes to corporate and partnership performance in the following National Indicators as part of the Local Area Agreement:

TIER 1

- NI 15 – serious violent crime rate
- NI 17 – Perceptions of anti social behaviour
- NI 39 – Alcohol related hospital admissions
- NI 75, 78, 79 – Educational attainment
- NI 87 – Persistent absence from school

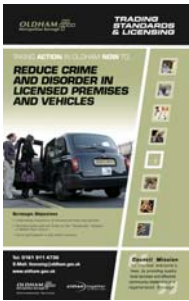
TIER 2

- NI 27 – Understanding of anti social behaviour
- NI 43 – Young people in the criminal justice system
- NI 86 – Secondary Schools behaviour
- NI 99, 100, 101 – Educational attainment
- NI 112 – Under 18 Conception rate
- NI 113 – Prevalance of Chlamydia in young people

TIER 3

- NI 20 – Minor injury rate
- NI 21 – Dealing with concerns about Anti Social Behaviour
- NI 22 – Parental responsibility
- NI 24, 25 – Satisfaction with dealing with anti social behaviour
- NI 41 – Perceptions of drunk or rowdy behaviour
- NI 115 – Substance Abuse by young people
- NI 182 – Satisfaction of businesses with regulatory services
- NI 183 – Impact of Trading Standards

As a greater understanding of the indicators is gathered the number of indicators may increase.



PRIORITY FIVE
Ensure Safe Passenger Journeys, In Safe High Quality Licensed Vehicles With Safe Licensed Drivers

Objective Aims

- ❑ Ensuring Passengers Have Safe Journeys At A Transparent Price
- ❑ Ensuring Vehicles Are Safe, Accessible And Reducing Their Impact On The Environment
- ❑ Ensuring Drivers Are Safe And Know What They Are Doing
- ❑ Proving A Quality Service To The Public Within The Borough

Review Of Actions Set In April- September 2008 Strategic Assessment

Prevention

Reference	Objective	Action/ Update	Status/Due Data
5.1	Carry Out a Consultation and Review of the Structure of Private Hire Operators Fees	Awaiting approval of Executive Director to implement 'Star Rating' Scheme before issuing consultation papers.	Carry Forward
5.2	Introduce a 'Gold Level' standard for <i>CabSafe</i>	Implemented	Closed

Intelligence

Reference	Objective	Action/ Update	Status/Due Data
5.3	Develop Intelligence Sharing Processes with GMP on the Documentary Evidence Supplied in Support of Licensing Applications, such as Driving Licences, Insurance Certificates and Vehicle Ownership Details	Officer from Traffic contacted and stated no definitive answer to spotting forged documents are ever changing due to advances in technology. Advice given on actions to take if unsure.	Closed

Enforcement

Reference	Objective	Action/ Update	Status/Due Data
5.4	Ensure that all Executive Hire Providers are Licensed Following the Removal of the Contract Exemption	4 visits carried out at Hotels and Conference Centres. A large number of vehicles checked none of which were based in Oldham. Vehicle details passed onto relevant LA	Closed
5.5	Carry out 4 Multi Agency Vehicle Checks	2 completed – remainder to be carried forward into next quarter. 35 vehicles inspected, 5 passed with no faults, 18 failed with minor faults, 12 were issued with PG9's (7 immediate, 5 delayed). Following the PG9's – 4 are being prosecuted under RTA1998	Continue

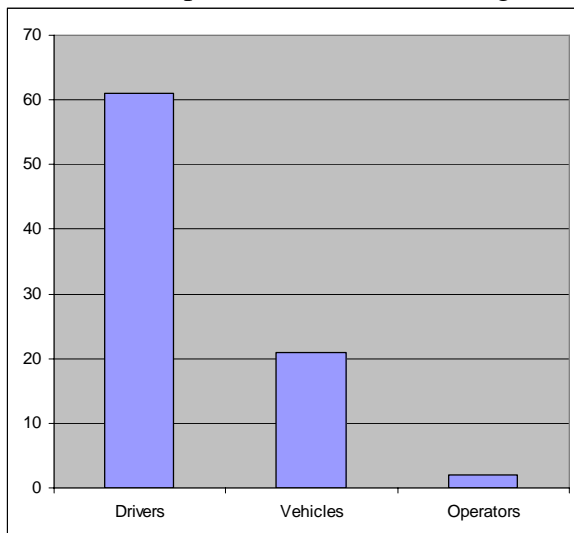
Service Improvement

Reference	Objective	Action/ Update	Status/Due Data
5.6	Complete a Review of the Taxi Limitation Policy, Vehicle Accessibility Standards and Vehicle Advertising Limitations	Survey completed, awaiting for Directorate/Leadership to formally adopt the results. Survey will then be published.	Continue
5.7	Review the Service Level Agreement for Vehicle Testing Services with the Fleet Management Section	Meeting taken place to identify area for improvements and now to take forward.	Continue

Data Analysis

78.6% of the complaints received related to licensed drivers

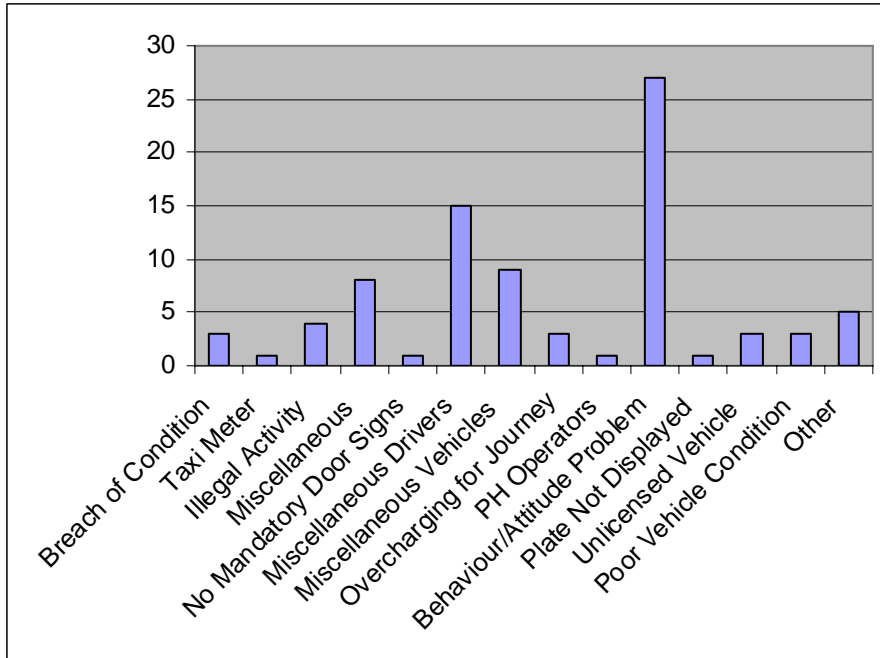
Table 17 Complaints Received Relating To Safe Passenger Journeys (April- September 2008)



Source: Oldham Trading Standards 2008

The main reason for complaining was due to the behaviour/attitude of the driver. This accounted for 32% of the complaints.

Table 18 Reasons For Complaints Regarding Licensed Vehicles/Drivers (April – September 2008)



Source: Oldham Trading Standards 2008

During the period the following applications were dealt with;

- ❑ Number of private hire driver licences issued 28
- ❑ Number of private hire driver licences renewed 357
- ❑ Number of new private hire vehicle licences issued 147
- ❑ Number of private hire vehicle licences renewed 336
- ❑ Number of new hackney carriage driver licences issued 15
- ❑ Number of hackney carriage driver licences renewed 159

23 applications were put before the licence committee and the results were;

- ❑ Granted- 4
- ❑ Refused- 1
- ❑ Issued Warning- 5
- ❑ Revoked- 2
- ❑ Suspended- 7
- ❑ Granted (6 months)- 4

Priorities For October 2008- March 2009

Prevention	<ul style="list-style-type: none">- Carry Out a Consultation and Review of the Structure of Private Hire Operators Fees
Intelligence	No Projects Identified
Enforcement	<ul style="list-style-type: none">- Carry Out 4 Multi Agency Vehicle Checks- Carry Out 100 Road Side Checks Of Drivers Including at Least 50 Requests for the Production of Documents
Service Improvement	<ul style="list-style-type: none">- Complete a Review of the Taxi Limitation Policy, Vehicle Accessibility Standards and Vehicle Advertising Limitations- Review the Service Level Agreement for Vehicle Testing Services With Fleet Management Section

National Indicators

This strategic objective contributes to corporate and partnership performance in the following National Indicators as part of the Local Area Agreement:

TIER 1

NI 15 – serious violent crime rate

NI 17 – Perceptions of anti social behaviour

TIER 2

TIER 3

NI 41 – Perceptions of drunk or rowdy behaviour

As a greater understanding of the indicators is gathered the number of indicators may increase.



PRIORITY SIX

Ensure Fair Competition Through Goods And Services Being Accurately Measured, Correctly Described And Priced.

Objective Aims

- ❑ Providing Consumer Advice, Education And Information To Local Communities
- ❑ Providing Advice To Local Businesses To Encourage Compliance With Laws Relating To Weights And Measures, Consumer Credit, Pricing Indications, Descriptions Of Goods And Services And Estate Agency And Property Issues
- ❑ Regularly Inspecting Retail Premises To Ensure Compliance With The Law

Review Of Actions Set In April- September 2008 Strategic Assessment

Prevention

Reference	Objective	Action/ Update	Status/Due Data
6.1	Undertake Additional Marketing to Raise Awareness of <i>Consumer Direct</i>	The aims of Consumer Direct are on Department website and included on rear of Tradesafe leaflets/promotional material distributed at Peace & Quiet Launch, Chadderton Day, Home Watch meetings. Officers to attend Carers Drop-in Centres,	Closed
6.2	Ensure New/Repaired Weights and Measures Equipment is Verified as Fit For Use for Trade When Requested To Do So	Notifications of verification are carried out when requested	Ongoing

Intelligence

Reference	Objective	Action/ Update	Status/Due Data
6.3	Establish Methods of Monitoring and Measuring Performance Against the New National Indicator Set.	NI 182 – completed and in place NI 183 – document in place to monitor	Closed
6.4	Support Level 3 Activity on Tackling Lotteries Scams	Relevant documentation was forwarded to the OFT	Closed
6.5	Continue with Operation Church	Investigation is continuing	Ongoing

Enforcement

Reference	Objective	Action/ Update	Status/Due Data
6.6	Undertake Phase 1 of the Medical Weighing Project 2008/2009	2 visits have taken place. No major issues.	Closed
6.7	Carry out AGMA LPG Survey	2 LPG pumps tested at different sites. Having passed the tests, certificates were issued.	Closed

Service Improvements

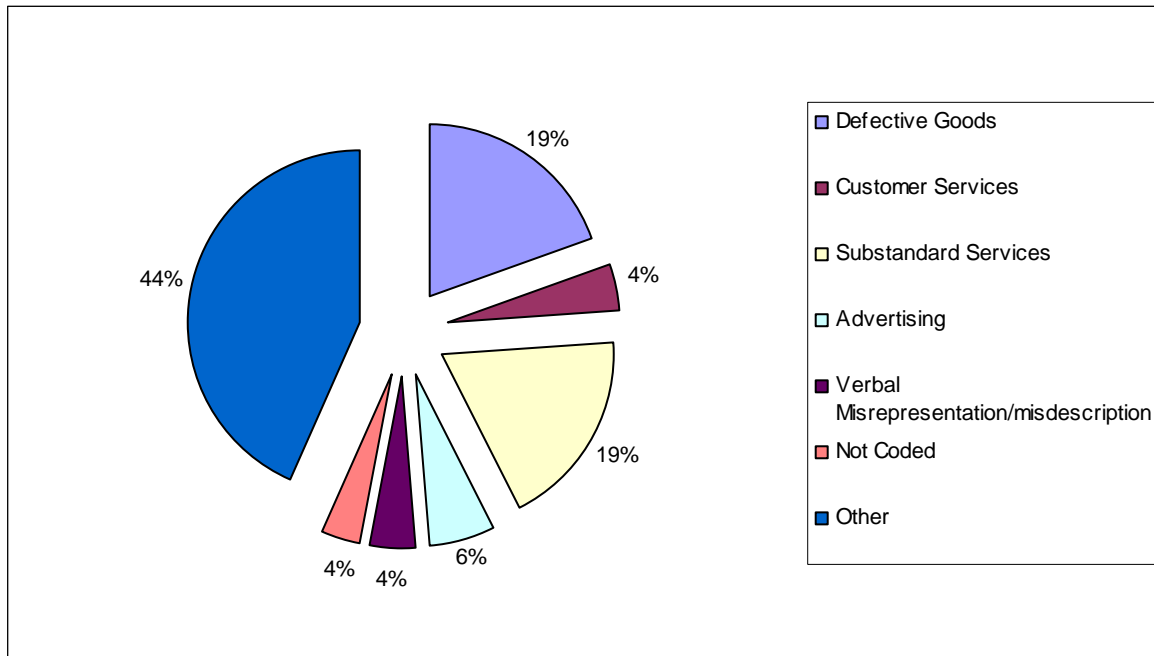
Reference	Objective	Action/ Update	Status/Due Data
6.8	Review approaches to Service Promotions, Particularly in Light of the New Corporate Identity	All service promotional material has been suspended pending the roll out of the brand guidelines	Suspended
6.9	Complete a Review of the Group's Adherence to the New Compliance Code, Including a Review of the Enforcement and Prosecutions Policy	Not completed	Carry forward
6.10	Consider the Implications of the New Consumer/Business Protection Regulations on the Approaches Taken by the Group	All Trading Standards Officers have received training on the new regulations	Closed

Data Analysis

The department actioned 900 complaints between April - September 2008. Of which 556 of the complaints related to this objective (61.7%).

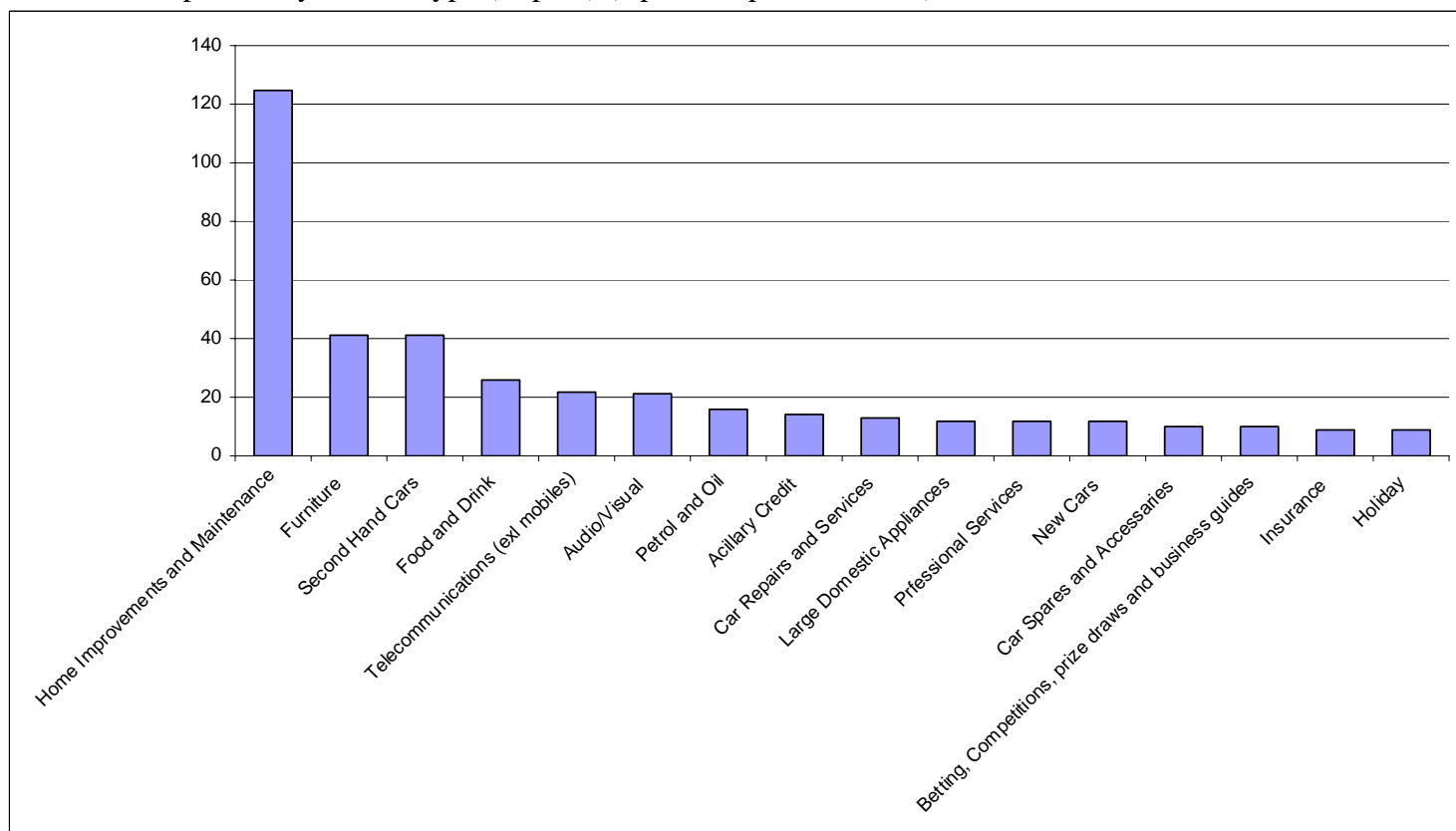
The 5 main reasons for complaints are defective goods, substandard services, advertising, verbal misrepresentation/misdescription and customer services. The contribution to the overall figure is detailed in the chart below.

Table 19 The 5 Main Types Of Complaint Dealt With By The Department For This Objective (April- September 2008)



Source: Oldham Trading Standards 2008

Table 20 Complaints By Goods Type (Top 16) (April – September 2008)



Source: Oldham Trading Standards 2008

The chart above shows the 16 most complained above goods type for April – September 2008. The type of goods that received the most complaints was Home Improvement and Maintenance, accounting for 22.5% of all Fair Trading complaints. The second highest categories were Furniture and Second Hand Car Sales which both received 41 complaints (7.4%).

Priorities For October 2008- March 2009

Prevention	<ul style="list-style-type: none"> - Verify 30 Buy One Get One Free Offers in Retail Establishments - Undertake 10 Forecourt Inspections at Used Car Garages
Intelligence	<ul style="list-style-type: none"> - Report on Performance Against NI 183
Enforcement	<ul style="list-style-type: none"> - Continue With Operation Church
Service Improvement	<ul style="list-style-type: none"> - Complete Review of the Group's Adherence to the New Compliance Code, Including a Review of the Enforcement and Prosecutions Policy - Implement an Informal Written Advice/ Action Plan Procedure For Non-Compliance

National Indicators

This strategic objective contributes to corporate and partnership performance in the following National Indicators as part of the Local Area Agreement:

TIER 1

TIER 2

TIER 3

NI 14 – Number of avoidable contacts

NI 139 – Advice and assistance for over 65's

NI 182 – Satisfaction of businesses with regulatory services

NI 183 – Impact of Trading Standards

As a greater understanding of the indicators is gathered the number of indicators may increase.



PRIORITY SEVEN
Prevent Unsafe Goods From Entering The Market Place.

Objective Aims

- ❑ Removing Dangerous Goods From The Market Place
- ❑ Provision Of Specialist Assistance To Local Manufacturers And Importers
- ❑ Sampling Of A Wide Range Of Goods To Ensure Compliance With The Law
- ❑ Providing Advice To Local Businesses To Encourage Compliance With Product Safety Law

Review Of Actions Set In April- September 2008 Strategic Assessment

Prevention

Reference	Objective	Action/ Update	Status/Due Data
7.1	Complete a Review of Home Authority Relationships and Consider Whether any Companies could Migrate to a Primary Authority Relationship.	6 Agreed 2 Pending Most could migrate to a Primary Authority	Open

Intelligence

Reference	Objective	Action/ Update	Status/Due Data
7.2	Monitoring Of TS Interlink and RAPEX		Ongoing

Enforcement

Reference	Objective	Action/ Update	Status/Due Data
7.3	Prepare for Operation PASO V	Good Guy leaflets ordered – due for delivery 01/10/08. Operational Order in place	Ongoing
7.4	Carry Out a Project on Cosmetic Products	1 test purchase made – list of ingredients did not indicate that the product contained number of allergens greater than 0.001%	Completed
7.5	Carry Out a Project on the Safety of Children’s Clothing	4 test purchases made of nightwear and dress up costumes – all passed	Completed
7.6	Carry Out Phase 1 of the High Risk Safety Inspections	8 inspections carried out	Open

Service Improvement

Reference	Objective	Action/ Update	Status/Due Data
7.7	Develop an Understanding of the Partnership Arrangements with Business Regulations Solutions Ltd	Limited engagement so far by BRS representative. Being addressed through PSG	Ongoing

Data Analysis

Of the 900 complaints actioned by the department, 22 related to this objective (2.4%). In addition the department received 76 service requests.

Table 21 Safety Complaints Dealt With By The Service (April- September 2008)

Month	Good Type	Fault
April	Lights	Exploded
April	Toys	Piece detached in Mouth
May	Kitchen	Wired Incorrectly, Causing Fault
May	Kitchen	Substandard Fitting
May	Electric Cookers	Door Faulty
May	Gas Cooker	Gas Blows Out
June	Computer desk	Faulty Shelf
July	Lamp	Bulb Exploded
July	Sofa	Caused Skin Reaction
July	Fire	Pilot Light Faulty
July	Food Processor	Caught Fire
July	Blender	Faulty Jug
July	Deodorant	Caused Blistering
July	Tyres	Loose Wheel Nuts After Fitting
July	Water Toy	Pill Inside Product
August	Sofa	Caused Skin Reaction
August	Buggy	Wheel Keeps Falling Off
August	Toys	Caused Blistering To Skin
September	Deck Chair	Fabric came off causing collapse
September	Pram	Rest Does Not Lock
September	3 in 1 car seat, carry cot, pram	Faulty Brake
September	2nd Hand Car	Hand Brake Failed

Source: Oldham Trading Standards 2008

The month of July received the highest number of complaints with 8 accounting for 36.4% of the safety complaints received.

Priorities For October 2008- March 2009

Prevention	<ul style="list-style-type: none"> - Complete a Review of Home Authority Relationships and Consider Whether any Companies Could Migrate to a Primary Authority Relationship - Undertake 10 Samples of Imported Cloth/Fabric for Use to Make Clothing, Testing to see if Fire-Retardancy
Intelligence	<ul style="list-style-type: none"> - Monitor RAPEX/TS Interlink notification
Enforcement	<ul style="list-style-type: none"> - Carry Out Operation Treacle - Carry Out AGMA Novelty Lighters Survey - Carry Out AGMA Electrical Chargers Survey - Carry Out Hot Water Bottle Survey - Complete 2008-2009 High Risk Safety Inspection Programme
Service Improvement	<ul style="list-style-type: none"> - Develop an Understanding of the Partnership Arrangement With Business Regulations Solutions Ltd

National Indicators

This strategic objective contributes to corporate and partnership performance in the following National Indicators as part of the Local Area Agreement:

TIER 1

TIER 2

NI 70 – Hospital admissions for children

TIER 3

NI 119 – Self reported feeling of health and well being

NI 172 – VAT Registered businesses showing growth

NI 182 – Satisfaction of businesses with regulatory services

NI 183 – Impact of Trading Standards

As a greater understanding of the indicators is gathered the number of indicators may increase.



PRIORITY EIGHT To Ensure Informed And Reliable Food Choices For Consumers

Objective Aims

- ❑ Ensuring That Food Is Of The Correct Quality And Is Accurately Labelled
- ❑ Sampling Of Food Products To Ensure Compositional Standards Are Met And Checking The Nutritional Content Of Food
- ❑ Ensuring That Only Approved Ingredients Are Used In Food, And That The Levels Are Legal
- ❑ Providing Advice To Local Businesses To Encourage Compliance With Food Law

Review Of Actions Set In April- September 2008 Strategic Assessment

Prevention

Reference	Objective	Action	Status/Due Data
8.1	Provide Technical Advice to Home Authority Food Companies	All requests for advice are dealt with	Ongoing

Intelligence

Reference	Objective	Action	Status/Due Data
8.2	Carry out a Kebab Survey	Results show that the kebabs were insufficiently precise to inform a purchaser of true nature of the food. Next action –source guidance on naming of Donner Kebabs	Open
8.3	Develop Links with Intelligence-Led Information from Food Standards Agency	Contact made with FSA.	Carried Forward

Enforcement

Reference	Objective	Action	Status/Due Data
8.4	Participate In AGMA Imported Food Survey	Not Allocated	
8.5	Carry Out Phase 1 of Food Standards Inspections of High Risk Premises	Phase 1 held over until second half of year. Both phases to be undertaken in this period	Carry Forward
8.6	Take 100 Informal Samples	Objective met	Completed

Service Improvement

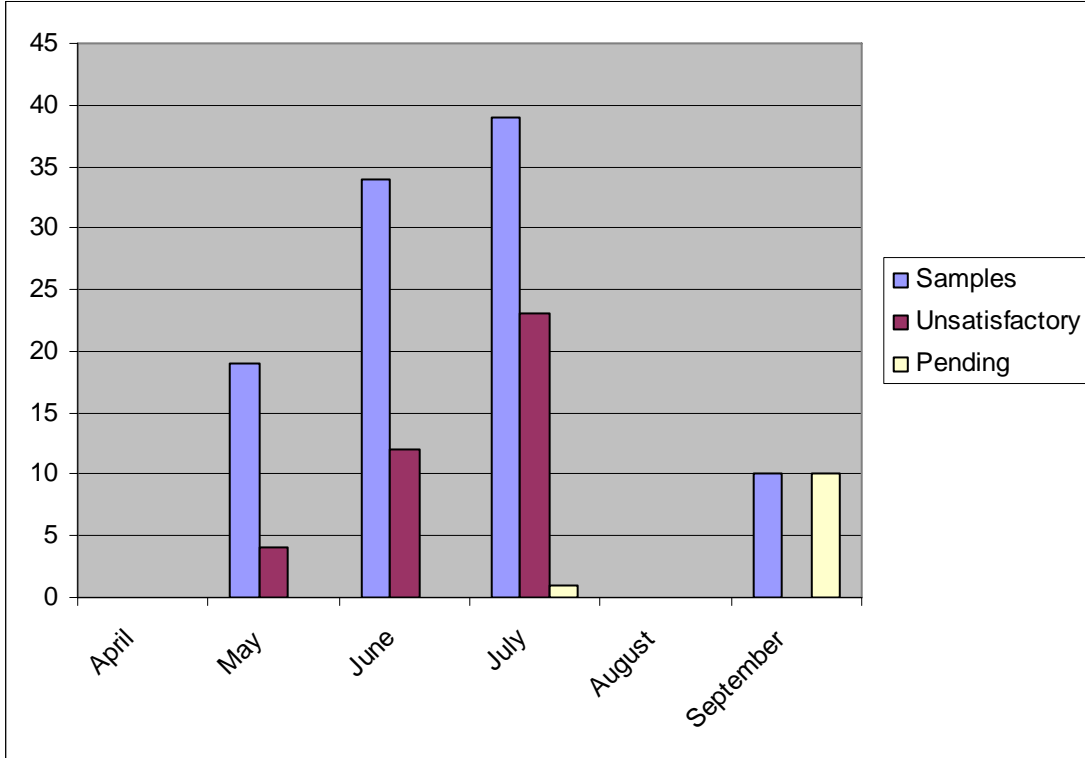
No Specific Projects Identified In The Last Assessment

Data Analysis

The department handled 21 complaints relating to food during the period.

Between April - September 2008, 126 food samples were taken and the chart below shows the results.

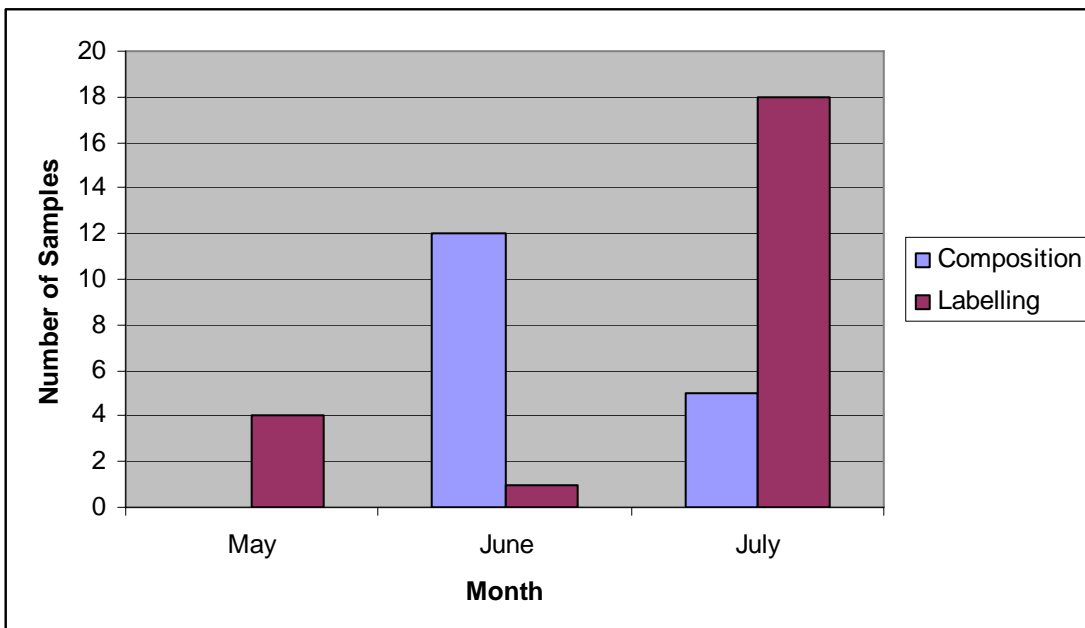
Table 22 Results Of Informal Samples Taken For AGMA Sampling Programme (April - September 2008)



Source: Oldham Trading Standards 2008

39 of the samples received an unsatisfactory report. Table 23 below shows which elements of the testing the sample failed on.

Table 23 Reason For Unsatisfactory Samples (April – September 2008)



Source: Oldham Trading Standards 2008

Of the 102 samples taken during the period, 98 were tested under both categories- composition and labelling. There were 17 samples that received an unsatisfactory result for composition and 23 were unsatisfactory due to labelling.

5 of the samples tested unsatisfactory for both composition and labelling.

Table 24 Food Complaints Dealt With By The Service (April – September 2008)

Month	Goods Type	Reason For Complaint
April	Misc Foods	Defective
April	Deserts	Sold after Best Before Date
May	Fish and Shellfish	Sold after Use By Date
June	Herbs and Spices	Sold after Best Before Date
June	Sandwich	Sold after Use By Date
June	Cakes and Confectionary	Sold after Expiry Date
June	Alcoholic Drinks	Caused a Reaction
June	Dairy Products	Sold after Use By Date
June	Dairy Products	Sold after Use By Date
July	Meat	Poor Quality, Out of Date Food for Sale
July	Beverages	Microbiological Contamination
July	Meat	Sold after Use By Date
July	Dairy Products	Sold after Use By Date
July	Cakes and Confectionary	Incorrect Labelling
July	Fish and Shellfish	Description/ Labelling
August	Bakery and Cereal Products	Altering Best Before Dates
August	Beverages	Sold after Best Before Date
September	Meat	Incorrect Labelling
September	Meat	Sold after Use By Date
September	Meat	Incorrect Labelling/ Handling of food incorrectly
September	Beverages	Potentially Counterfeit

Source: Oldham Trading Standards 2008

13 of the complaints received were due to issues with the expiry date on products, 54% of which relate to goods sold after the use by date.

Priorities For October 2008- March 2009

Prevention	- Provide Technical Advice to Home Authority Food Companies
Intelligence	- Develop Links With Intelligence –Led Information from the Food Standards Agency
Enforcement	- Complete 2008-2009 High Risk Food Inspection Programme - Take 100 Informal Food Samples
Service Improvement	- No Projects Identified

National Indicators

This strategic objective contributes to corporate and partnership performance in the following National Indicators as part of the Local Area Agreement:

TIER 1

NI 50 – Emotional Health of Children

NI 56 – Obesity among year 6 children

TIER 2

NI 52 – Take up of school lunches

NI 55 – Obesity among primary school children

NI 58 – Emotional health of children in care

TIER 3

NI 119 – Self reported feeling of health and well being

NI 172 – VAT Registered businesses showing growth

NI 182 – Satisfaction of businesses with regulatory services

NI 183 – Impact of Trading Standards

As a greater understanding of the indicators is gathered the number of indicators may increase.

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