



The key aims of Trading Standards & Licensing are to:-

- Create informed confident consumers
- Create informed successful businesses
- Ensure a safe and fair trading environment

Only in a safe and fair trading environment, which protects both consumers and reputable businesses, can the local economy succeed and flourish.

### **Main Areas of Responsibility**

**Consumer Advice Centre** providing help on disputes arising from the supply of faulty consumer goods and services.

**Fair Trading** to disrupt the 'informal' economy, tackle counterfeiting, doorstep crime and deal with misleading pricing and false descriptions.

**Product Safety** to monitor the safety of all consumer goods on the market.

**The Age Restricted Sale** of products such as alcohol, cigarettes, solvents and fireworks.

**Food Standards** ensuring that food is accurately described, labelled and of the correct composition.

**Weights & Measures** relating to the accuracy of weighing and measuring equipment and all quantity declarations.

**Consumer Credit** to monitor credit licences, transactions, documentation and adverts.

**Agricultural Standards** relating to fertilisers and animal feeds.

**Road Traffic** regarding unroadworthy or overloaded vehicles.

**Licensing Act** covering the licensing of alcohol, public entertainment and late night refreshment.

**Gambling Act** covering the licensing of casinos, bingo halls, betting shops, gaming machines and lotteries.

**Transportation Licensing** relating to vehicle, driver and operator licences for both hackney carriages and private hire vehicles.

**Other Licensing** covering areas such as charitable collections, skin piercing, street trading, explosives, poisons and animal welfare establishments.

### **Service Planning**

Each year we produce a Service Plan which sets out activities for the coming year. As part of the planning process we take into account new responsibilities and specific local and government initiatives. We also look at the concerns and wishes of local residents and businesses to ensure that we are meeting their needs. We do this by analysing enquiries to identify areas of concern and by carrying out surveys of both users and non-users of the Service. The Service Plan then identifies priorities for the forthcoming year.

### **Priorities For 2008/2009**

To help meet the key aims of the Service, 10 priorities have been identified for the forthcoming year:-

1. To empower consumers by providing high quality advice and information.
2. To prevent people being the victim of commercial crime in their own home.
3. To ensure fair competition through goods and services being safe, correctly described, priced and measured.
4. To ensure quality food and feed standards for healthier communities.
5. To promote good business practice and help reputable businesses to flourish.
6. To disrupt traders operating in the informal economy.
7. To prevent harm to residents from the effects of tobacco and alcohol.
8. To ensure the implementation of a fair, transparent and effective gambling regime.
9. To reduce crime and disorder in licensed premises and vehicles to help promote a safe and diverse night time economy.
10. To develop, modernise and continually improve service provision.