

Staffordshire Trading Standards Business Plan 2022/23

1. What we'll do

Our Vision:

A safe, fair and legal marketplace for Staffordshire that:

protects



and benefits consumers and communities

supports



economic growth

promotes



business resilience

Outcomes:



Economic growth is supported by ensuring a fair, responsible and competitive trading environment



Consumers, especially the more vulnerable, are supported, more confident and better informed



Citizens of all ages enjoy good health and increased wellbeing



Our Services in communities are joined up and able to meet citizens' needs



Our communities enjoy a healthier environment

FOCUS for 2022/23:



Value, develop and invest in our workforce to allow staff to fulfil roles and work within a resilient service



Develop online market surveillance



Develop our commercial services and identify opportunities for growth and efficiency within the service



Implement alternative actions for Enforcement of Regulations



Deliver statutory requirements

2. How we'll do it

Our Values:



Reduce our impact on the environment



Provide timely and appropriate support to businesses to drive up compliance



Operate as a single cohesive team



Be ambitious for our communities and citizens and ensure we work with all partners to safeguard the most vulnerable members of our communities



Make best use of digital technology



Use evidence and data to target our work



Deliver value for money for residents and businesses and live within our allocated budget



Be professional, motivated, and passionate about our work



Recognise our challenges and be prepared to make courageous decisions



Empower and support our people by giving them the opportunity to do their jobs well

We Will:



Maximise opportunities for collaboration with Districts on Regulatory/enforcement responsibilities



Further embed the new way of working and provide a matrix-based Trading Standards Service



Develop our team to ensure a resilient service, that is prepared for digital working and future innovations



Develop and embed a robust set of performance measures to ensure we can show our progress to meet our objectives and individuals can see their contribution to team performance and teams to the overall Trading Standards team



Maximise efficiency with a focus on generating income



Empower individuals, teams and managers towards continual improvement of a skilled, motivated, and engaged workforce



Further embed and develop the focussed tasking process to ensure effective and efficient decision making and targeting use of resources



Ensure a fully integrated intelligence led service using Intelligence Operating Model and appropriate intelligence products



Work with internal and external partners to gain maximum benefits for the residents and businesses in Staffordshire

Our Priorities:

Support the economy and allow businesses to flourish by providing access to information, cost effective compliance advice and support through chargeable, bespoke services

Reduce crime, safeguard vulnerable people and build community resilience with partners by tackling scams, fraud, and rogue traders

The Service will be high profile and have a positive impact on Council's reputation

Support businesses to develop safely and sustainably in line with climate change requirements

Protect consumers and support legitimate businesses by tackling non-compliance, focussing on the most detrimental trading

Through programmes of intelligence-led interventions and market surveillance, education and enforcement activities:



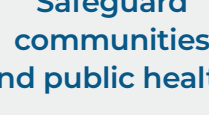
Safeguard communities and public health



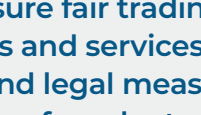
Ensure fair trading of products and services, and the safety and legal measurement of products



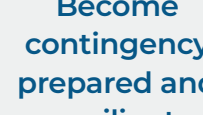
Become contingency prepared and resilient



Ensure the safety, standards, and quality of the food chain, including food, animal feeds and agricultural fertilisers



Safeguard the standards of animal health and welfare and minimise the risk of animal disease outbreaks and associated risks to the Staffordshire economy and public health



Ensure Sports Stadia are operated safely

3. How we'll know if we've made a difference



More businesses understand and comply with trading standards legislation



New businesses can flourish and grow



Communities can protect themselves and others from scams, fraud, and rogue traders and feel safer in their homes



Businesses who flout the law are brought to comply and/or are punished



Illegal and/or unsafe products are prevented from entering or removed from the marketplace



People and local businesses do not lose money to fraudsters/rogue traders

We will measure our performance to demonstrate our achievements against our priority areas. Key performance measures will include:



Percentage of businesses that were either compliant when visited or brought into compliance.



Number of businesses where more serious non-compliances subsequently brought into compliance.



Numbers of Scam victims where trading standards have intervened and demonstrate consumer detriment saved



The number of businesses/individuals who flout the law that are subject to enforcement actions



The Trading Standards Team media profile



Number of defendants convicted



The number of unsafe or non-compliant goods prevented from entering or removed from marketplace



The money that is recovered from, or not lost to, fraudsters/rogue traders