



## Shetland Islands Council Trading Standards Service Plan 2011 – 2012

# NEW LAWS ON THE SALE AND PURCHASE OF TOBACCO.

From 1st April 2011, it will be illegal:

**For anyone under 18 to buy or attempt to buy  
tobacco products**

**For anyone 18 or over to buy tobacco products  
on behalf of anyone under 18**

**If you do not comply with these new laws,  
you could face an on the spot fine, prosecution  
and a criminal record.**

**KNOW HOW THE NEW LAWS  
AFFECT YOU.**



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Government

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## **Contents**

<b>Introduction and Quality Policy</b>	<b>3</b>
<b>Who we provide the services to</b>	<b>4</b>
Our customers	4
Our pledges to customers	4
Our engagement with customers	5
<b>How we engage with our staff</b>	<b>6</b>
<b>What we do and why</b>	<b>7</b>
Our core activities	7
Legal requirements to provide the service	10
<b>How we will deliver on Single Outcome Agreement outcomes</b>	<b>12</b>
Environmental Management and Carbon Reduction	13
Equalities	13
<b>Resource management</b>	<b>14</b>
Resource analysis	14
Workforce resources	15
Infrastructure resources	17
Financial resources	18
Efficiency savings	19
<b>Setting objectives and targets</b>	<b>20</b>
Performance management	20
Performance indicators	20
<b>Action Plan 2011-2012</b>	<b>23</b>
<b>Equality Impact Assessment</b>	<b>25</b>
<b>Contact details</b>	<b>29</b>

## Introduction and Quality Policy

The main purposes of this plan are to provide a management tool to identify the correct resources required to deliver a quality service, analyse and plan for future requirements, monitor service delivery, and provide an action plan for service improvements.

The Trading Standards Service policy is to maintain and develop a fair, safe and equitable trading environment.

This policy is realised through a set of integrated management procedures which have external accreditation to ISO 9001:2008, the international standard for quality management systems, and to ISO 14001:2004, the international standard for environmental management systems.

The action plan details the main activities that will be undertaken during the year, based on an analysis and review of the service, service reviews and the legislative, local and corporate context within which the service must deliver. These activities are underpinned by the requirement for continuous improvement.

The plan is fully reviewed annually, and its effectiveness and currency are monitored through Trading Standards Service team meetings and through management meetings with the Head of Environment & Building Services.

Performance of indicators and projects is reported through monthly Trading Standards Service team meetings, management meetings with the Head of Environment & Building Services, service performance review sessions with senior management and Councillors, and annually through public performance reporting.

*Our performance management reports for the past year are always available at [www.shetland.gov.uk/tradingstandards/Performance.asp](http://www.shetland.gov.uk/tradingstandards/Performance.asp).*

The Council's website [www.shetland.gov.uk](http://www.shetland.gov.uk) provides access to a wide range of background information about Shetland and Shetland Islands Council, including a link to [www.shetland.org](http://www.shetland.org) (a website dedicated to providing people with detailed information about the islands) and the Council's committee information pages (at [www.shetland.gov.uk/coins](http://www.shetland.gov.uk/coins)), which include details about the Infrastructure Committee (to which the Trading Standards Service reports).

Through the monitoring of targets and action plans, the service plan will assist in providing evidence for continuous improvement and add to the process of demonstrating best value for all areas of service delivery within the Trading Standards Service.

## **Who we provide the services to**

### **Our customers**

In one sense our customers are the whole Shetland community, in that we work to maintain and develop a fair, safe and equitable trading environment for everyone in Shetland. More specifically, our customers can be categorised as follows.

Consumers who contact us seeking advice and assistance.

Businesses which contact us seeking advice and assistance.

Businesses which we register or licence in various legislative areas.

Businesses which we check for compliance with legislative requirements.

Businesses which make use of our statutory verification services for weighing and measuring equipment.

Customers who make use of our calibration and weight hire services.

### **Our pledges to customers**

We will respond within one working day to at least 98% of requests for consumer and business advice and assistance, statutory verifications of weighing & measuring equipment, calibration services and weight hire.

We will follow up within thirty days of expiry at least 90% of the statutory notices and warning letters which we issue to those businesses which we have found to be non-compliant.

We will maintain standard weights, capacity measures, length measures and weighing equipment to meet the Council's legal obligations and to facilitate confidence in measurement.

We will provide a calibration service for weights, weighing equipment, capacity measures and length measures. There is a variable fee for this service, based on national guidance.

We will issue at least 90% of calibration certificates within five working days of completing the work.

We will make available for hire test weights which are traceable to international standards. There is a charge for this service.

## **Our engagement with customers**

### ***Quality and levels of customer satisfaction***

We send satisfaction surveys to individual consumers who contact us seeking advice and assistance, businesses which contact us seeking advice and assistance, and customers who use our weights & measures services.

We review our customer feedback at our monthly team meetings, and report on our customer satisfaction performance in our performance monitoring reports to senior management and elected Members.

### ***Profile and accessibility***

We make great efforts to maintain and improve our visibility and public profile, using opportunities such as entries and advertisements in the Shetland Directory and annually updated advertisements in the Lerwick & Scalloway town map and the permanently sited maps of Lerwick. We have also continued to develop our online presence and to work through the local media to increase awareness of Trading Standards matters, through means such as quick links to our Trading Standards web pages from the Council's home page and from the home page of a local news website.

Each autumn, National Consumer Week provides us with an annual opportunity to highlight our work, disseminate information and engage with consumers – and in September 2010, we used the opportunity provided by the ***Stay safe online – beware of fake sites and fake products*** theme to take a ***Who wants to be a millionaire*** style quiz about online safety to secondary schools throughout Shetland.

Our electric blanket roadshow, in October 2010, and participation in the national ***Scamnesty*** month, throughout February 2011, also helped us to reach out to people throughout the length and breadth of the islands.

Our increased involvement with schools, through the work of our Health Improvement Officer, has brought us into greater contact with pupils and teachers – and we will continue to develop this work in the coming year.

Raising public awareness, however, also tends to bring additional workload – and our overall workload of contacts from customers continues to increase year-on-year. All our publicity material therefore encourages people in Shetland to use the government-funded Consumer Direct telephone help line for initial consumer advice, while still offering contact details for the Shetland Islands Citizens Advice Bureau and our own service.

## **How we engage with our staff**

### **Review and Development sessions**

Council policy is that each member of staff must have at least one review and development session with their line manager every year. This provides a formalised opportunity to discuss the employee's performance, to set targets to improve that performance and to ascertain any training needs.

In addition to these formalised sessions, being a small team sharing the same office space provides opportunities to have more informal conversations as part of our overall review and development process.

Many of these individual performance targets are directly related to the Service's overall performance targets as set out in this service plan, and performance against these targets is monitored through the monthly team meetings.

The identified training needs are addressed through individual Learning and Development Plans within the Continuous Personal and Professional Development scheme administered by the Trading Standards Institute.

## **What we do and why**

### **Our core activities**

#### ***Educating and informing locally based consumers***

The Trading Standards Service works to raise awareness of the rights provided to consumers by trading standards and consumer protection legislation, and to assist them in making informed purchasing decisions and in pursuing their legal rights.

This is achieved by responding to individual consumer enquiries and complaints, by providing support and assistance to the Shetland Islands Citizens Advice Bureau's volunteer advisers, by the use of the Council's website, by the provision of information and advice leaflets, and by promotional and consciousness-raising activities such as press releases and participation in National Consumer Week.

Consumer advice is available during normal office hours (and also outwith those times, if necessary) by face-to-face visits (at the authority's offices or, where appropriate, the consumer's home), telephone, letter, fax and email - and is always available on the Council's Trading Standards web pages at ***[www.shetland.gov.uk/tradingstandards](http://www.shetland.gov.uk/tradingstandards)***.

The Service also promotes the ***Consumer Direct*** dedicated telephone help line for consumer advice, and responds to notifications and referrals from ***Consumer Direct***.

#### ***Educating and informing locally based businesses***

The Service works to raise awareness of the responsibilities and obligations imposed on businesses by trading standards and consumer protection legislation, and to help them to get things right first time.

This is achieved by giving advice and information to traders during inspections, by responding to specific requests for business advice, by the provision of guidance notes about particular subjects, and by promotional and consciousness-raising activities such as press releases and attendance at business awareness events.

Business advice is available during normal office hours (and also outwith those times, if necessary) by face-to-face visits (at the authority's offices or, where appropriate, the premises of the trader), telephone, letter, fax and email - and is always available on the Council's Trading Standards web pages at ***[www.shetland.gov.uk/tradingstandards](http://www.shetland.gov.uk/tradingstandards)***.

*Our current policy on advice & education, approved by Councillors in October 2007, is available at ***[www.shetland.gov.uk/tradingstandards/Policies.asp](http://www.shetland.gov.uk/tradingstandards/Policies.asp)***.*

## ***Checking businesses for compliance with Trading Standards legislation***

We use a variety of methods to check businesses for compliance with legislative requirements, including carrying out inspections, taking samples and making test purchases.

Inspections are generally carried out without prior notification, and can be undertaken at any time during the normal operating hours of a business.

We take samples (for example, of animal feeds) and make test purchases to check for safety and for compliance with compositional, labelling and quantity requirements.

In addition to undertaking physical visits to business premises, officers also monitor advertisements in the local media and carry out checks on internet businesses and websites.

We use a range of sources of information to select which businesses to check and the most appropriate methods to use. These include: the risk categorisation of the business (using a nationally agreed scheme); information gained from previous checks at that business; information received from consumers, other Trading Standards services, Citizens Advice & Consumer Direct; requests or directions from other regulatory partners (such as the National Measurement Office or the Food Standards Agency); and participation in regional and national projects investigating a particular business area or trading practice.

## ***Enforcing Trading Standards legislation***

The Service, in accordance with the principles of the Enforcement Concordat, aims to achieve compliance with legislation by means of education and advice wherever possible. Formal enforcement action is, however, taken where all other approaches have failed, when immediate action is necessary or when serious criminal breaches have occurred.

Statutory notices of instruction and formal warning letters from the Service Manager are the first two levels of formal enforcement action, with a report to the Procurator Fiscal being the ultimate sanction available.

Other specific enforcement options available are the use of interdicts (under the Enterprise Act) and, in particularly serious or urgent cases, the seizure and detention of unsafe (or otherwise unlawful) items and the issuing of suspension, prohibition or improvement notices.

*Our current enforcement policy, approved by Councillors in October 2007, is available at [www.shetland.gov.uk/tradingstandards/Policies.asp](http://www.shetland.gov.uk/tradingstandards/Policies.asp).*

### ***Registering and licensing locally based businesses***

The Trading Standards Service registers and licenses businesses involved with petroleum, explosives and animal feeds.

### ***Maintaining Shetland's standard weights and measures***

As a local weights and measures authority, the Council has a duty to maintain sufficient and appropriate standards of measures and weights to meet Shetland's needs.

The Trading Standards Service holds and regularly calibrates a wide range of local and working standards and testing equipment, enabling officers to fulfil the Council's responsibilities in the field of legal metrology and all sectors of the Shetland community to have confidence in measurement and local access to traceable standards of mass, length and capacity.

### ***Providing high quality metrological services***

The Trading Standards Service provides a verification service, to enable Shetland businesses to meet their legislative responsibility to submit for verification by the local weights and measures authority certain types of weighing and measuring equipment which are in use for trade.

In addition, the Service has accreditation as an Authorised Body to undertake EC verification of a variety of measuring instruments, including non-automatic weighing instruments and dispensing equipment for liquid fuels and lubricants. This enables local businesses to comply with the requirements relating to these types of equipment, without having to seek the services of a verification organisation from outwith Shetland.

The Trading Standards Service also provides calibration and weight hire services to locally based businesses, enabling cost-effective and high quality measurement services to be delivered more flexibly and responsively (and at comparable or lower costs) than can be achieved from outwith Shetland.

Our verification, calibration and weight hire services are used to assist local businesses in meeting legislative requirements, achieving and maintaining quality system accreditation and standards, and ensuring the safety of vehicles, vessels and lifts (and, most importantly of all, the people who use them).

## **Legal requirements to provide the service**

### ***Legislative***

The Council has a variety of statutory responsibilities in the area of trading standards and consumer protection imposed upon it by virtue of its designation as a local weights and measures authority. These responsibilities include the enforcement of legislation relating to weights and measures, fair trading, safety, and the quality of fertilisers and animal feeds.

In addition to this legislative framework, there are a number of national policy frameworks which influence the delivery of trading standards services in Shetland.

### ***The National Performance Framework for the Trading Standards Service***

The National Performance Framework, an initiative of the former Department of Trade and Industry, contains national priorities and performance standards for the Trading Standards Service.

The four national priorities for the Trading Standards Service are:

*informed confident consumers;*

*informed successful businesses;*

*a fair and safe trading environment; and*

*efficient, effective and improving trading standards services.*

### ***The Framework Agreement on Local Authority Food Law Enforcement***

The Framework Agreement, an initiative of the Food Standards Agency in September 2000, provides (in relation to the Trading Standards Service) for the monitoring of work relating to animal feeds.

### ***The Enforcement Concordat***

The Enforcement Concordat, formally agreed by central and local government in March 1998, is based on the principles that businesses should:

*receive clear explanations from enforcers of what they need to do and by when;*

*have opportunities to resolve differences before enforcement action is taken - unless immediate action is needed; and*

*receive an explanation of their rights of appeal.*

### ***The Regulators' Compliance Code and Principles of Good Regulation***

The Regulators' Compliance Code and the Principles of Good Regulation now apply to certain functions of local authorities in Scotland, such as Trading Standards enforcement under UK (as opposed to Scottish) legislation.

The Trading Standards Service already works to an enforcement policy which is in accordance with these principles, and so this change should have minimal effect on our activities.

## How we will deliver on Single Outcome Agreement outcomes

### Shetland's Wealthier and Fairer Strategic Outcomes

#### Fairer 2

*Socio-economic disadvantage does not impact on the opportunities people have.*

#### Wealthier 3

*Shetland's reputation for sustainable practices and quality products will be strengthened.*

#### Wealthier 4

*Businesses will be supported to address market failures which if overcome can improve profitability and longterm performance.*

Our work to help and advise consumers and businesses supports these strategic outcomes.

### National Priority Area: Smarter

#### National Outcome 4

*Our young people are successful learners, confident individuals, effective contributors and responsible citizens*

We are continuing to develop our links with Shetland's schools to help improve the provision of education in the areas of consumer issues and smoking.

### Shetland's Healthier Strategic Outcomes

#### Healthier 1

*Maintain a healthy life expectancy, focusing on healthy weight, alcohol, drugs and mental health.*

In July 2009 we used additional external funding to appoint a temporary Health Improvement Officer.

This post has enabled us to significantly enhance the work we do in relation to the age-restriction on the supply of tobacco products to young people under the age of 18, across the range of **checking businesses and enforcing legislation, educating and informing locally based consumers, and educating, informing and advising locally based businesses.**

This post has been extended for a further 12 months, and so we will be able to continue to develop this work in 2011-2012.

## Environmental Management and Carbon Reduction

The Trading Standards Service has accreditation to ISO 14001:2004, the international standard for environmental management systems, and our work supports the Council's Sustainable Development Implementation Plan in the following ways.

- **Enforcing agricultural and petroleum safety legislation** including **registering and licensing local businesses involved with petrol, explosives and animal feeds** to minimise the risks to Shetland's human, animal and environmental health.
- **Enforcing environmental labelling legislation** to enable consumers to make informed purchasing decisions in relation to the energy consumption of goods.
- **Enforcing energy performance legislation** to enable purchasers and renters of property to make informed decisions in relation to the energy performance of different properties.
- **Using video-link technology** to minimise the transportation demands of cross-boundary co-ordination with other Trading Standards Services.
- **Staff encouraged to make use of home working technology** where appropriate.
- **Energy efficient** and environmentally controlled calibration laboratory.
- **Good workplace practices**, for example most files held electronically with minimal paper files.

## Equalities

In line with the Council's Quality Standard for Equality and Diversity, we have carried out the following activities.

- **Equality impact assessments** undertaken for the Trading Standards Service as a whole, and for our policies on enforcement and advice & education.
- **Trading Standards staff** have undertaken equality and diversity training.
- **Use of translators** to assist officers in communicating with individuals whose first language is not English.
- **Trading Standards leaflets and forms** include the Council's recommended section about accessibility in several languages.
- **Service Manager – Trading Standards** has taken advantage of the *Reaching the hard to reach* training course offered by the Shetland Community Planning Support Team.

## **Resource management**

### **Resource analysis**

The Trading Standards Service is reasonably well resourced, with a small team of experienced staff and a well-equipped calibration laboratory.

We avoid extremes of specialisation by our staff, as we need to be able to cover the full range of our very varied duties even if a particular individual is temporarily unavailable.

We do, however, encourage individual officers to develop some more specific interests and roles, in order to improve our individual and functional capabilities. This also supports (and is in turn supported by) our involvement and participation in functionally specific networks of officers from authorities across the North of Scotland, who share knowledge and information about particular subject areas.

For example, Jim Gray (Trading Standards Enforcement Officer) undertakes most of our work relating to fertilisers and animal feeds, and therefore acts as our representative on the North of Scotland Quality Standards sub-group.

Likewise, Mari Grains (Trading Standards Officer) takes a leading role in relation to product safety, and so is our representative on the North of Scotland Safety sub-group.

Our calibration laboratory is housed in premises (purpose-built in 1993) which are leased long-term by the Council. This facility enables us to calibrate in-house most of our working standards and testing equipment.

Some of our calibration requirements are, however, outwith the scope of our own facilities – and for these we use appropriate service providers from the public and private sector.

We send many of our samples and test purchases to Edinburgh City Council's Scientific Services unit (our appointed Public and Agricultural Analyst) for analysis and testing – but, as with calibration requirements, we use other more specialist facilities and service providers where necessary or appropriate.

## **Workforce resources**

The service currently has four members of staff.

### *Service Manager – Trading Standards*

An officer holding the statutory Diploma in Trading Standards qualification required to fulfil the duties of Chief Inspector of Weights and Measures for the authority, authorised to enforce all trading standards and consumer protection legislation, and with twentyone years experience in Trading Standards.

### *Trading Standards Officer*

An officer holding the statutory Diploma in Trading Standards qualification required to fulfil the duties of Deputy Chief Inspector of Weights and Measures for the authority, authorised to enforce all trading standards and consumer protection legislation, and with nineteen years experience in Trading Standards.

### *Trading Standards Enforcement Officer*

An officer holding the Diploma in Consumer Affairs qualification, authorised to enforce all trading standards and consumer protection legislation other than weights and measures, and with seventeen years experience in Trading Standards.

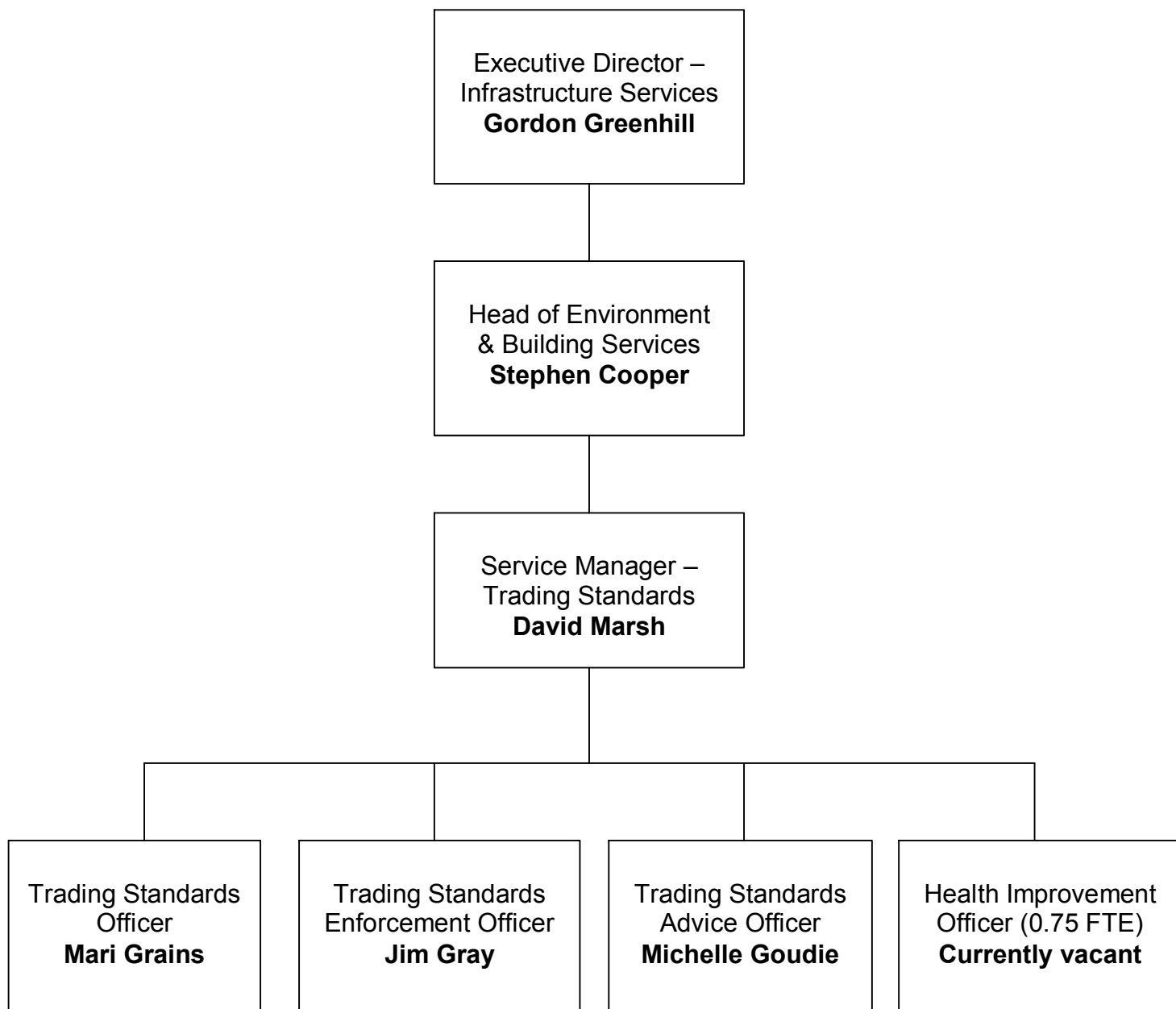
### *Trading Standards Advice Officer*

An officer, mainly focussed on advising consumers and businesses, with twenty years experience in Trading Standards.

### *Health Improvement Officer (0.75 Full Time Equivalent)*

Currently vacant.

**Trading Standards Service staff structure diagram**



## **Infrastructure resources**

### *Office facilities*

The staff work out of the Grantfield office, which provides reception facilities, clerical and administrative support, some space for meetings with colleagues and customers, video-conferencing facilities, and access to the Head of Service and Executive Director.

The Grantfield office is the main public access point for the Infrastructure Services Department, and is open 09:00 – 17:00 Monday to Friday.

### *Laboratory and workshop facilities*

Three metrological laboratory rooms (two with temperature and humidity environmental control units).

Indoor storage area for calibrated weights.

Workshop.

### *Weights*

Local standard weights from 20 kg to 1 mg.

Working standard weights from 10 kg to 1 mg.

Test weights from 500 kg to 20 kg.

Hire weights from 500 kg to 1 g.

### *Weighing equipment*

Mass comparators and electronic weighing machines with capacities ranging from 600 kg in 1 g divisions to 31 g in 0.001 mg divisions.

### *Measures of length*

Local standard metre.

A variety of working standards and testing equipment up to 30 metres in length.

### *Capacity measures*

Local and working standard pipettes.

Working standard glass measures from 175 ml to 25 ml.

Working standard composite measures from 20 litres to 2 litres.

### *Other equipment*

Calibrated thermometers, hygrometers and manometer.

Explosimeter for detecting explosive atmospheres.

Portable appliance tester for on-site screen-testing of electrical goods.

One tonne payload van.

Mechanical equipment for lifting heavy weights.

Safety equipment for use at petrol filling stations.

General tools and workshop equipment.

## Financial resources

### 2011-2012 revenue estimates

	Support Ledger	General Ledger	Overall Total
	£	£	£
Client Receipts	0	(9,575)	(9,575)
Financing	0	0	0
Grants	0	0	0
Reimbursements	(5)	0	(5)
Rents	0	0	0
<b>Total Income</b>	<b>(5)</b>	<b>(9,575)</b>	<b>(9,580)</b>
<b>Employee Costs:</b>			
Allowances	7,921	1,690	9,611
Basic Pay	130,261	15,054	145,315
Bonus	0	0	0
National Insurance	10,514	1,086	11,600
Other	365	94	459
Overtime	0	0	0
Pension Contribn	33,256	2,908	36,164
<b>Sub-Total Employee Costs</b>	<b>182,317</b>	<b>20,832</b>	<b>203,149</b>
<b>Operating Costs:</b>			
Administration	8,468	3,000	11,468
Agency Payments	0	1,500	1,500
Property & Fixed Plant	80	273	353
Supplies & Services	0	16,822	16,822
Transport & Mobile Plant	6,800	3,037	9,837
<b>Sub-Total Operating Costs</b>	<b>15,348</b>	<b>24,632</b>	<b>39,980</b>
Transfer Payments			0
<b>Total Expenditure</b>	<b>197,665</b>	<b>45,464</b>	<b>243,129</b>
<b>NET CONTROLLABLE EXPENDITURE</b>	<b>197,660</b>	<b>35,889</b>	<b>233,549</b>

## Efficiency savings

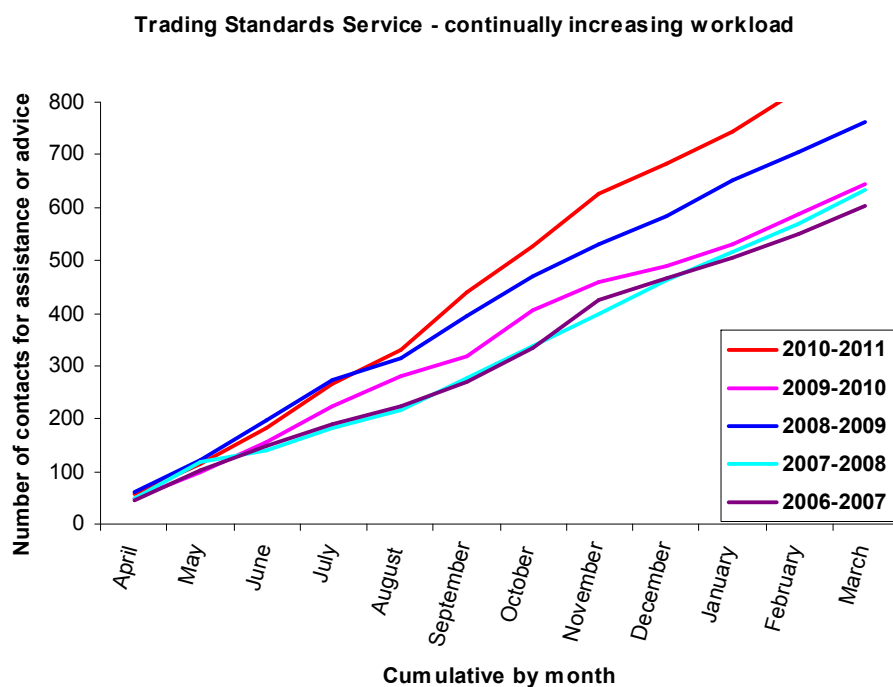
As the revenue estimates table shows, the largest element in the Trading Standards Service's budget is the costs associated with our small number of staff. This makes it extremely difficult to identify cash-releasing efficiencies, although we have again managed to find savings in our operating costs.

For example, in 2010-2011:

- \* we used central government funding to bring a specialist to Shetland to provide training to our staff alongside staff and volunteers from the Shetland Islands Citizens Advice Bureau;
- \* we worked flexibly with a specialist service engineer and our colleagues in Orkney to minimise the costs for essential servicing of our 25 kg comparator balance.

For 2011-2012, as part of the Council's cost reduction exercise, we have achieved a 5% reduction in our budget, and throughout the year we will (as always) continue to strive to identify any areas in which our controllable expenditure can be reduced still further.

This is all set against the context of a continually rising demand from Shetland businesses and consumers for advice, support and assistance.



## Setting objectives and targets

### Performance management

The Trading Standards Service monitors its performance at regular monthly team meetings, enabling us to acknowledge good performance and to take appropriate action to deal with any areas identified as requiring improvement.

The Service Manager compiles performance monitoring reports for the Head of Environment & Building Services, providing information for service performance review sessions with senior management and elected Members. We will publish details of our performance during 2010-2011 at [www.shetland.gov.uk/tradingstandards/Performance.asp](http://www.shetland.gov.uk/tradingstandards/Performance.asp) as soon as all the data is available.

### Performance indicators

*We contribute towards several Single Outcome Agreement indicators, but none is solely dependent on our performance.*

Core Activity	Performance Indicator	Scotland 2009-2010	Shetland 2009-2010	Target 2010-2011	Review Period	Target 2011-2012
<b>Educating and informing locally based consumers</b>	<b>STATUTORY</b> % of consumer complaints completed within 14 days	77.3 %	84.8 %	> 80.0 %	Monthly monitoring of uncompleted complaints, to avoid any undue delays.	> 80.0 %
<b>Educating and informing locally based businesses</b>	<b>STATUTORY</b> % of business advice requests completed within 14 days	96.8 %	91.7 %	> 90.0 %	Monthly monitoring of uncompleted requests, to avoid any undue delays.	> 90.0 %

<b>Core Activity</b>	<b>Performance Indicator</b>	<b>Actual 2008-2009</b>	<b>Actual 2009-2010</b>	<b>Target 2010-2011</b>	<b>Review Period</b>	<b>Target 2011-2012</b>
<b>Enforcing Trading Standards legislation</b>	<b>LOCAL</b> % of statutory notices and warning letters followed up within thirty days of expiry	96.0 %	100.0 %	> 90.0 %	Monthly review at team meetings of follow-up work due to be carried out, and of follow-up work completed.	> 90.0 %
<b>Best value and continuous quality improvement</b>	<b>LOCAL</b> % of customers responded to within target of one working day	99.8 %	99.7 %	> 98.0 %	Monthly review at team meetings of performance against target.	> 98.0 %
<b>Providing high quality metrological services</b>	<b>LOCAL</b> % of calibration certificates issued within target of five working days	90.5 %	94.1 %	> 90.0 %	Monthly review at team meetings of performance against target.	> 90.0 %
<b>Best value and continuous quality improvement</b>	<b>CORPORATE</b> Customer satisfaction index	92.6 %	91.0 %	> 90.0 %	Six-monthly report on performance.	> 90.0 %
<b>Best value and continuous quality improvement</b>	<b>CORPORATE</b> % of employees receiving a review and development session	100.0 %	100.0 %	100.0 %	Six-monthly report on performance.	100.0 %

Core Activity	Performance Indicator	Actual 2008-2009	Actual 2009-2010	Target 2010-2011	Review Period	Target 2011-2012
Best value and continuous quality improvement	<b>CORPORATE</b> Overall employee sickness absence rate	1.4 %	2.1 %	< 4.5 %	Six-monthly report on performance.	< 4.5 %
Best value and continuous quality improvement	<b>CORPORATE</b> % of agreed audit action points completed	100.0 %	100.0 %	100.0 %	Six-monthly report on performance.	100.0 %
Best value and continuous quality improvement	<b>CORPORATE</b> Number of formal written complaints received	1	0	0	Six-monthly report on performance.	0
Best value and continuous quality improvement	<b>CORPORATE</b> % reduction in diesel usage	+ 17.2 % <i>Increase was just 28 litres.</i>	- 69.8 %	- 5.0 %	Six-monthly report on performance.	- 5.0 %
Best value and continuous quality improvement	<b>CORPORATE</b> Reduction in Service's energy use	As the Trading Standards Service is based in shared open-plan office space, it is not possible to accurately assess or monitor our own energy use. All staff are, however, well aware of the importance of minimising our environmental impact. Our calibration laboratory has to be environmentally controlled because of the nature of the work carried out there, but uses low energy lighting throughout.				

## Action Plan 2011-2012

Description	Reason	Who is involved	Tasks	Completion date
Measurement and safety checks at petrol filling stations	<p>Public concern about the continuing rise in fuel prices makes accurate measurement more important than ever.</p> <p>Safety checks can be carried out during the same visits, making efficient use of resources.</p>	David Marsh	Carry out checks at all petrol filling stations in Shetland, with follow-up advice, support and enforcement activity as required.	September 2011
Electric blankets safety project	<p>Faulty and damaged electric blankets are a major safety hazard in the home.</p> <p>The last two years' projects were very successful, and there is clear demand to run a similar project again.</p>	Mari Grains	<p>Seek external project funding, especially to repeat the successful 2010 voucher scheme for replacement blankets from local retailers.</p> <p>Seek to engage more successfully with people in the outer isles who may have difficulty attending a safety check.</p> <p>Arrange and run blanket testing sessions.</p>	October 2011

Description	Reason	Who is involved	Tasks	Completion date
Hire equipment – safety and fair trading issues	Recent contacts from consumers have highlighted possible problems, especially where the hire of equipment is not a core element of the trader’s business activities.	Jim Gray and Michelle Goudie	Draw up proposed project protocol, check current situation and seek to achieve improvements.	January 2012
Implementation in Shetland of new Scottish tobacco control legislation	The Tobacco and Primary Medical Services (Scotland) Act 2010 brings in new duties and responsibilities (including registration) for retailers, and creates new offences in relation to purchases by or for young people.	Mari Grains and Health Improvement Officer	Provide advice and support to tobacco retailers in Shetland.  Carry out checks on compliance with the new legislation, with follow-up advice, support and enforcement activity as required.	Throughout 2011-2012
National and regional projects	We aim to participate in national and regional projects if they are relevant to Shetland and we have the required resources available.	David Marsh, Mari Grains and Jim Gray	Consider proposed national and regional projects to see if they are relevant to Shetland, and participate if appropriate and realistic.	Throughout 2011-2012

# Equality Impact Assessment

## *Examination of Available Data*

### **9a. What do we know from existing data and research?**

Shetland Islands Citizens Advice Bureau and Shetland Islands Council's Trading Standards Service carried out a Consumer Needs Analysis Survey in February 2003 to consult a sample of Shetland households on their knowledge of their rights as consumers and their experience of problems with goods and services.

This highlighted a need for the Trading Standards Service to raise its profile, with more advertisements or articles in the Shetland Times and a phone listing in the Shetland directory (perhaps with an entry under advice/help/counselling as well as under Shetland Islands Council).

As a result, we have for some years had entries and advertisements in the Shetland Directory and the Lerwick and Scalloway local map (updated in the new editions of each publication). We have also developed our online presence at [www.shetland.gov.uk/tradingstandards](http://www.shetland.gov.uk/tradingstandards), and we continue to work through the local media to increase awareness of Trading Standards matters.

Since 2007-2008 we have also placed an advertisement in the permanently sited maps of Lerwick, and (following a suggestion from one of our surveyed customers) we have included an additional entry in the Shetland Directory to make it easier for consumers and businesses to find our contact details.

Results from our customer surveys have suggested that an overwhelming majority of the individual consumers who contact us already knew of the Trading Standards Service before doing so - and that many of them had either used the service before, or got in touch with us as a result of a personal recommendation.

### **9b. What gaps in knowledge are apparent?**

We do not have any information which would enable us to profile our customers by equality groups.

### **9c. If there are any potential difficulties in getting the data to fill these gaps, please describe these.**

Asking customers to give such information might be seen as intrusive and could reduce the response rate. Adding such a section would also significantly increase the length of each of our survey questionnaires.

**10. Use the table to indicate:**

(a) where you think that the service / strategy / project / policy could have a negative impact on any of the equality target groups i.e. it could disadvantage them/unlawful racial discrimination.

(b) where you think that the service / strategy / project / policy could have a positive impact on any of the groups or contribute to promoting equality, equal opportunities or improving/promote good relations within equality target groups.

	<b>Positive impact – it could benefit</b>	<b>Negative impact – it could disadvantage</b>	<b>Reason</b>
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<b>Gender</b>			
Women			
Men			

<b>Race</b>			
Asian or Asian British people			
Black or Black British people			
Chinese people			
People of mixed race			
White people			
People whose first language is not English	✓	✓	Most advice and information is in English, but all our locally produced leaflets contain generic translated information.

<b>Disabled people</b>			
Learning Disabilities	✓		Plain English training has improved the clarity of our guidance.
Physical Disabilities	✓		Public office is wheelchair-accessible.  We work in partnership with the Citizens Advice Bureau, which offers an outreach service to housebound clients.

	<b>Positive impact – it could benefit</b>	<b>Negative impact – it could disadvantage</b>	<b>Reason</b>
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<b>Disabled people (continued)</b>			
Sensory Impairment	✓	✓	Some information is available in large print format, on audio cassette, and in Braille.  The Grantfield office reception does not have an induction loop facility, which might improve the accessibility of services for some people with a hearing impairment.
Elderly / Infirm			
Mental Health			

<b>Lesbians, gay men, bisexuals and Transgender</b>			
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<b>Age</b>			
Older people (60+)	✓		Some targeted information (available in large print format, on audio cassette, and in Braille).
Younger people (17-25), and children	✓		Advice to businesses and young people about, and enforcement of, legislation restricting supply of potentially harmful goods to young people.

	<b>Positive impact – it could benefit</b>	<b>Negative impact – it could disadvantage</b>	<b>Reason</b>
<b>Faith groups</b>			
<b>Equal opportunities and/or improved relations</b>			

*Notes:*

Faith groups cover a wide range of groupings, the most common of which are Muslims, Buddhists, Jews, Christians, Sikhs, and Hindus. Consider faith categories individually and collectively when considering positive and negative impacts.

The categories used in the Race section are those used in the 2001 census. Consideration should be given to the needs of specific communities within the broad categories such as Bangladeshi people and to the needs of other communities such as Turkish/Turkish Cypriot, Greek/Greek Cypriot, Italian and Polish that do not appear as separate categories in the census.

**11. If you have indicated there is a negative impact on any group, is that impact:**

**Legal?**

(that is, it is not discriminatory under anti-discriminatory legislation)

YES

**Intended?**

NO

**Level of impact**

LOW

**12a. Could you minimise or remove any negative impact that is of low significance? Explain how:**

Impact on people whose first language is not English is minimised by including generic translated information in all our locally produced leaflets. Similar information is also included in a number of nationally produced leaflets, such as those from Consumer Direct.

The Council also has mechanisms in place to provide translation services where required.

Impact on people with a sensory impairment could perhaps be reduced by the provision of an induction loop facility at the Grantfield office reception. We have raised this suggestion with departmental management.

**12b. Could you improve the strategy, project or policy's positive impact? Explain how:**

**13. If there is no evidence that the strategy, policy or project promotes equality, equal opportunities or improved relations – could it be adapted so that it does? How?**

**14. Do you have any further comments to make?**

Signed *David Marsh*

Date *17 March 2011*

### **Contact details**

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