

We have the power to **make a difference**

How local authority regulatory services deliver **Local Area Agreement** outcomes in the South West

This leaflet is to help inform and support decision making by local authority elected members and the local, regional and national agencies and partners, with whom we deliver services, to assist the next round of local area agreement setting.

Why do regulatory services matter?

Regulatory services play a significant role in shaping the lives of people in all our communities. They provide advice and assistance to consumers and businesses while taking robust and effective enforcement action to tackle rogue businesses that exploit the vulnerable and distort fair markets.

Good regulation promotes efficient and productive business, helps protect and equip children and young people for a complex future, reduces health inequalities and underpins peoples' confidence and independence in their communities.

The following national statistics¹ highlight the harms that can be directly addressed and prevented by effective regulatory intervention. Research indicates that most Local Authorities will be affected proportionately subject to variations related to differences in the local economy and demography.

- **Air pollution** from industrial and urban areas damages the health of communities contributing to up to 24,000 premature deaths each year from asthma, lung disease and heart conditions. In 2005, health impacts from particulate emissions cost £9.1 - £21.4 billion.
- **Alcohol misuse** accounts for 22,000 premature deaths annually in the UK and up to 35% of all A&E costs. 61% of the population perceive alcohol-related violence as worsening. 1 in 5 violent deaths occur in or around public houses. The cost of alcohol harm to the economy is some £20 billion.
- **Food hygiene** failures by businesses cause over ½ million cases of disease and 300 deaths every year. Outbreaks of food-borne disease can cost a business its reputation. Total costs to the economy are around £900m each year.
- **Work-related ill health** accounts for over ½ million cases every year. Resulting sickness absence costs employers from £360m to £610m.
- **Unfair trading** results in 12 million complaints every year, including rogue traders targeting the elderly and vulnerable. 1 in 15 of the adult population fall victim to a scam every year. The overall consumer detriment is estimated at £8.3 billion.
- **Animal disease** outbreaks can be devastating to communities, the economy and, potentially, public health. The 2001 foot and mouth outbreak alone cost society £8 billion.

¹ Source – National enforcement priorities for local authority regulatory services, Peter Rogers (March 2007)

Themes

Economic Development & the Environment

Children & Young People

Healthier Communities & Older People

Safer & Stronger Communities

Outcomes

Increased Efficiency and Productivity

People better equipped for a Complex Future

Reduced Health Inequalities

More Confident and Independent

Indicators

Regeneration and Sustainability

- Supporting a workforce that is 'happy, healthy and here'
- 'Made Locally' initiatives
- Good risk management is good business

Reducing burdens on business

- Access to information and advice
- Risk-based inspection strategies, self-assessment
- One-stop shops for business
- 'Home Authority' advice

Fair access to markets

- Targeting Rogues
- Denying the proceeds of crime

Promoting consumer and worker confidence

- Approved trader schemes
- 'Scores on the doors' schemes
- Educating consumers
- Investigating incidents and complaints

Protecting Vulnerable People

- Inspecting residential care
- Preventing access to age-restricted goods (tobacco, alcohol, solvents)
- Preventing exploitation in child employment
- Preventing accidents to young people at work

Supporting informed choice

- Access to information and advice
- Risk-based inspection strategies, self-assessment
- One-stop shops for business

Acquiring life skills

- Supporting young consumers
- Supporting healthy schools
- Education and training

Protecting Vulnerable People

- Inspecting residential care
- Food sampling programmes (nutritional value in institutions and retail)
- Product marketing restrictions: tobacco sales points
- Monitoring and controlling air pollution emissions
- Preventing animal disease through restrictions on livestock importation and movement and regulating food stuffs.
- Stock Condition surveys identifying vulnerable people in non-decent homes
- Addressing fuel poverty in vulnerable households
- Preventing falls in older people

Supporting informed choice

- Product labelling requirements (food "traffic lights", salt etc.)
- Smoke free public places
- Improving access to health education and information

Protecting Vulnerable People

- Scam busting and preventing doorstep crime
- Preventing sales of age restricted goods (knives, alcohol, fireworks) to young people, which can contribute to antisocial behaviour
- Setting and enforcing licensing controls and restrictions on sales of alcohol
- Preventing Illegal money lending

Supporting informed choice

- Improving access to information
- Advice and information about product safety

Acquiring life skills

- Food hygiene and health and safety courses
- Social and financial inclusion

Targets

- Business satisfaction with business support provision
- Increased number and survival rates of starter and small enterprises
- New business information packs
- Promote awareness and consumption of local foods through activities promoting healthy eating and nutrition
- Creation of a Business Forum

- Reduction in anti-social behaviour
- Reduction in number of young people smoking

- Workplace Healthy Food Awards
- Referrals to Warm Front
- % of premises inspected improving their rating score
- Establishing Home Safety Check Schemes
- Reduced fat, sugar and salt in food

- Number of individuals successfully completing food hygiene courses
- Information campaigns about scams and rogue traders
- Prosecution of rogue traders
- Reduction in sales of age-restricted goods

Delivery Tools

Verbal advice	Mystery shopper	Formal notices	Influence product design
	Promotion Events	Web Information	Awareness seminars
Written advice	Media messages	Prosecutions	Working with stakeholders
	Influencing supply chains	License conditions	Inspections
Product recall	Mediation	Complaint investigations	Award schemes
		Incident investigations	

Delivery Drivers

Intelligence	Education	Demand	Inspection
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Delivering local outcomes - examples of good practice

Bournemouth Warm Front

The partners of the 'Affordable Warmth Partnership' include Age Concern, Bournemouth Borough Council, Bournemouth Churches Housing Association, Bournemouth PCT, Citizens Advice, Credit Union Bournemouth, DWP and Energywatch. Access is by referral and qualifying households receive one or more of the following, central heating installations, heating replacements/upgrades, cavity wall insulation, loft insulation and other insulation improvements. All works completed between April 2007 and March 2010 will be counted. By 2010 we expect to have made 1965 referrals in total, an improvement of 50.5%.

East Devon 'Foot in the Door'

A partnership between Trading Standards, the Community Safety Partnership and third sector to protect vulnerable households in East Devon from scams in general and doorstep traders in particular. Included was training for police officers in the law on doorstep crime and scams awareness using the SWERCOTS 'Scam Wise' leaflets and 'No Doorstep Callers' stickers. Information was also distributed through the police and third sector to the most vulnerable localities. This 'package' has subsequently been rolled out in another district.

Operation Torque (Taunton Deane BC)

A Police led operation with the Vehicle and Operator Services Agency (VOSA) and noise specialists from the Environmental Protection Team took place on 4 days over four weeks in March and April 2006. The purpose was to identify motor vehicles, mainly two-wheeled, that were dangerous or exceeded noise emissions, or both. Vehicles were stopped in Taunton Town Centre and escorted to the Police station, where they underwent noise, safety and documents checks. As a direct result, 39 vehicle owners were obliged to take action to reduce exhaust noise within 14 days. This was a good example of inter agency working, leading to immediate beneficial results.

Poole Safe

The Borough of Poole and Dorset Police are working in partnership with licensees to cut alcohol-related crime and disorder in the Borough. The scheme builds on Poole's reputation as a safe place to live, work and visit by encouraging responsible attitudes to alcohol sales and consumption. Initiatives include subsidised professional training for staff from licensed premises,

taxi marshals in the town centre, new Pub Watch groups, 'safer drinking' programmes and awards to accredit well-run venues. The team carry out visits to educate Poole licensees about the Licensing Act and how to provide a safer environment for staff and customers.

Retail Enforcement Pilot (Cornwall)

Trading standards, environmental health and fire service colleagues are implementing Phase 2 of the Retail Enforcement Pilot. Every business to be inspected in the pilot period will have a lead agency to hazard-spot on behalf of the others as well as a core inspection. Anticipated benefits include increased intelligence sharing between TS/EH/Fire as non-compliances are referred to relevant agencies; resources concentrated on high risk businesses and those identified as non-compliant by any partner and reduction of inspection burdens for compliant businesses across trading standards, food standards, food safety, health and safety, fire safety and licensing.

Smokefree Swindon

Environmental Health and Trading Standards officers worked together to ensure that the new rules on smoking in public places are being followed in Swindon. A joint team of officers worked with businesses and hosted three trade seminars. They carried out advisory visits to pubs, betting shops and working men's clubs and sent information packs to all 800 licensed taxi drivers. They plan to visit 500 premises to ensure they have implemented the new rules and assist those who are experiencing difficulties. It is expected that this approach will deliver high levels of compliance and could only be achieved through joint working.

Warehouse Safety & Health Awareness Day (Dorset)

A partnership between all the Dorset environmental health teams, the HSE and a large clothes retailer has culminated in provision of free awareness-raising events for warehouse businesses throughout Dorset. This will give businesses the opportunity to understand and control the hazards involved in handling and transporting goods, dealing with asbestos during maintenance and working at height. It will help to reduce injuries and ill health in these work activities identified as high priority by the HSE.

Resources, Information and Support

Organisations with an interest in LA regulation host websites at

- www.hse.gov.uk
- www.oft.gov.uk
- www.food.gov.uk
- www.environment-agency.gov.uk
- www.cabinetoffice.gov.uk/regulation/reform/lbro/index.asp
- www.lacors.gov.uk

Other useful contact details in the South West

James Barrah, Chair Forum for Regional Excellence in Safety and Health (FRESH) j.barrah@tauntondeane.gov.uk

Jean Dunkley, Regional Policy Officer, Trading Standards Partnership SW, jdunkley@cornwall.gov.uk

Toni Smith, Regional Coordinator, SW FSA, Toni.Smith@foodstandards.gsi.gov.uk

Max Walker, Chair SW Regulators Forum, max.walker@hse.gov.uk