

Trading Standards Service - Delivery Plan

Status of this policy: Current

Last revision date: 15/11/2023

1. Our purpose

The Trading Standards Service exists to:

- protect individuals, communities and businesses from harm and financial loss
- help business to thrive by maintaining a fair trading environment
- improve the health and wellbeing of people and communities
- fulfil our statutory responsibilities to deliver consumer and public protection services across Leicestershire.

2. Our challenges and opportunities

Responding to the County Council's transformation agenda, we will ensure the service operates within the approved budget allocation and that savings and efficiency targets are met. We will respond appropriately to staffing pressures to enable the continued effective operation of the service.

We will continue to adopt an 'intelligence led' approach with an emphasis on those unfair trading practices which present the highest risk of collective harm to Leicestershire consumers and businesses. There is a continuing need to balance the available resources between preventive strategies, such as providing business advice, and proactive enforcement, for example, tackling rogue traders who seek to prey on the most vulnerable.

An ongoing and increasing challenge is to work more collaboratively with other local and national enforcement partners to tackle organised cross border consumer crime, in particular tackling the increase in electronic crime.

3. Our key actions

We will support the delivery of the [Leicestershire County Council Strategic Plan 2022 -26](#) which sets out the Council's long-term vision and priorities for the next four years.

The five strategic outcomes are:

- I. Clean and Green: the need to protect and enhance the environment and tackle climate change.
- II. Great Communities: Leicestershire to have active and inclusive communities in which people support each other and participate in service design and delivery
- III. Improved Opportunities: all children and young people get the best start for life and have the opportunities they need to fulfil their potential, regardless of their circumstances.
- IV. Strong Economy, Transport and Infrastructure: use local innovation and skills to build a productive, inclusive and sustainable economy at the cutting edge of science, technology and engineering
- V. Safe and Well: ensuring that people are safe and protected from harm, live in a healthy environment, and have the opportunities and support they need to live active, independent and fulfilling lives

Our Key Actions will be:

- Protecting the most vulnerable: Tackling deceptive and unfair trading practices, scams, rogue traders, in particular, fraudulent trading activities linked to serious and organised crime.
- Helping businesses to thrive and supporting economic growth; supporting businesses to comply with their legal responsibilities.
- Improving wellbeing and public health; tackling the supply of unsafe or dangerous products and working to maintain the integrity of the food chain, including food quality and nutrition, and animal health.
- Working with partners to detect, deter and disrupt fraudulent trading associated with the environment and climate change agenda.
- Developing and supporting our staff to strengthen the service we can deliver for residents and businesses.