



2017 ACHIEVEMENTS

The purpose of Trading Standards is “to support and protect a fair and competitive trading environment for consumers and businesses alike.”

High Level Objectives:

1. Informed and confident consumers
2. Informed and knowledgeable traders who meet their legal obligations
3. Measuring equipment used for trade is accurate
4. Goods and services are purchased or supplied as agreed
5. Minimise the risks arising from unsafe consumer products.

Strategic Objectives (0-5yrs):

1. Deliver a weights and measures regulatory service.
2. Deliver a support service on consumer protection matters.
3. Develop and administer consumer protection legislation.
4. Review, update and administer weights and measures legislation.
5. Maintain staff competency and knowledge sharing appropriate to delivering the strategic objectives, and
6. To anticipate succession risks by identifying skill gaps against the needs of the strategic plan, undertaking training and development activities to ensure continuous professional development.

As part of Law Enforcement within Home Affairs, Trading Standards adopted the ‘4 Ps’, **Prepare, Protect, Prevent** and **Pursue** and applied them, adapted appropriately, to some of our 2017 priorities.

2017 Priority	How the Priority is met	Status 2017 year end
Helping the vulnerable in our community (Prepare/Protect/Prevent)	Responding to UK National Scam Team referrals of Guernsey residents	
	Deliver ‘Friends Against Scams’ training	
	Investigate routes to prevent postal scams	
	Work with partners to create and implement a vulnerability strategy	Not active
Engaging with Bailiwick communities (Prevent)	Publish and work to our External Service Standards Being more open and accessible	
	Developing the Home Authority principle	



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	Customer satisfaction survey	
Supporting a fair and safe trading environment for consumers and businesses (Protect/Pursue)	By contributing to the introduction of consumer legislation as agreed by the States of Deliberation	
	By providing consumer education	
	Providing information to traders to ensure they have the knowledge to meet their legal obligations	
	By gathering and analysing market information to identify key risks in the market and by focussing our resources on reducing consumer detriment caused by those risks	
Transformation and development of service delivery (Protect)	Improve service delivery by: <ul style="list-style-type: none"> • developing a culture of continuous improvement based on analysis of robust management information; • introducing mobile working technology; • improving the quality of management information to develop an intelligence led approach to enforcement and advice; and • redesigning the customer experience for all services 	
	Build resilience and continuity of service by appointing and developing a trainee	
	Ensuring staff engagement and motivation by encouraging continuous professional development, providing supportive training and giving appropriate responsibility	

Performance Management

The team discusses Operational matters at the monthly team meeting. Each quarter the Lead Officer reports on performance against the KPTs for the projects they are responsible for, and each active project is R/A/G rated. A summary is then reported to the Law Enforcement SMT.

2017 year end SMT report.

Total no. Performance Measures = 74		
Status		% (of Active Measures)
Green	35	65
Amber	11	20
Red	8	15
Not Active	20	n/a

Customer Satisfaction

A customer satisfaction survey was conducted from October 2016 to the end of April 2017 using Survey Monkey. The team discussed the results at the May 2017 team meeting to identify any areas for improvement.

19 replies were received, from both the public (12) and business/not for profit (7).

The feedback was overwhelmingly positive: e.g. 89% = easy to find us; 100% = v.satisfied/satisfied with the manner in which we told them what they needed to know; 100% = v.satisfied/satisfied with service provided.

Comments such as “clear and concise explanation of how to deal with problem” and “I could not have asked for a better service ‘excellent’”, are typical of the responses received.

In answer to the question, ‘What could we do to improve?’ one respondent replied, “it was a fine service, however I wish I could have had a faster response”, while another said “make the public more aware of what you offer and how to contact your office”.

The two ‘dissatisfied’ responses were investigated further. One related to the time taken to give advice to a student taking part in the 2017 Student Enterprise Challenge, the other on the clarity of the advice provided. These comments were noted, though it was not possible to contact the respondents directly.

The data obtained will provide a baseline to compare with customer satisfaction surveys in the future. It was agreed to repeat the survey in approximately two years when advice will be taken from Roisin Gauson (Home Affairs Communications) to aim to improve the response rate.

Key Achievements 2017:

- **Service resilience and succession planning**
 - Recruitment of a trainee Trading Standards Officer
 - Planned programme of professional development for Officers implemented
 - Service delivery adapted to retirement of senior Trading Standards Officer



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- **Scams**
 - Service Level Agreement with UK National Scams Team signed
 - Scam referrals received from UK and actioned in accordance with Protocol
 - 'Friends Against Scams' training begun

- **Provision of statutory weights and measures service**
 - 85% verification requests responded to within 3 working days
 - Bailiwick Standards, Working Standards and Test Equipment calibrated and maintained
 - 92% business enquiries responded to within 3 working days

- **Provision of a support service on fair trading matters**
 - 96% consumer complaints responded to within 3 working days
 - 84% consumer complaints completed within 20 working days of receiving the contact
 - Signed Memorandum of Understanding with Buckinghamshire and Surrey Trading Standards to join Waitrose Primary Authority Network.

- **Transformation, Development and Innovation**
 - Intelligence Operating Model in development
 - Active participation in States Innovation Lab initiative
 - Internal Audit recommendations actioned and signed off by IA
 - Management Information reporting improved
 - External and Internal Service Standards agreed
 - 96% of consumer enquiries responded to within 3 working days

- **New Trading Standards legislation**
 - Policy Letter agreed by Committee *for* Home Affairs confirming content of Trading Standards legislation
 - Weights and Measures legislation reviewed and public consultation agreed by Committee *for* Home Affairs
 - Responded to Guernsey Financial Services Commission's consultation on Lending, Credit and Finance project and continued engagement with GFSC

Investment in Trading Standards premises and equipment.

During 2017 planned maintenance of the Trading Standards premises led to the redecoration of all the rooms for the first time in several years. This has refreshed their appearance and improved the working environment for officers. The outside of the Trading Standards building was cleaned to improve its appearance and now presents a more professional image of the States Trading Standards Service.

The laboratories' environmental control equipment was repaired to stop the excessive use of heating oil and eliminate unnecessary expenditure.



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The essential equipment needed to provide the statutory weights and measures service was maintained by completing significant repairs to the Forklift Truck used to move high mass weights, and to the 1300kg capacity weighing instrument used to calibrate those high mass weights.

The final stage of the modernisation of the equipment used to calibrate our Working Standard weights and measures was completed by the purchase of a second hand 500g capacity comparator from a UK Local Authority.

All Officers are now equipped with tablets and mobile phones to take advantage of opportunities for agile working. Average weight software and a dedicated tablet were purchased to enable the Service to perform this aspect of its duties efficiently and professionally.

During 2017, the Service's van became unroadworthy and was uneconomical to repair. It was therefore scrapped and a van sharing agreement is now in place with the GBA.

Financial Management

While the 2017 close down position has not been confirmed at the time of writing, it is expected that expenditure for 2017 will not exceed the allocated budget.

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