

NOTICE OF MEETING

Meeting	Countryside, Culture and Communities Select Committee
Date and Time	Monday, 7th November, 2022 at 10.00 am
Place	Mitchell Room - HCC
Enquiries to	members.services@hants.gov.uk

Carolyn Williamson FCPFA
Chief Executive
The Castle, Winchester SO23 8UJ

FILMING AND BROADCAST NOTIFICATION

This meeting may be recorded and broadcast live on the County Council's website and available for repeat viewing, it may also be recorded and filmed by the press and public. Filming or recording is only permitted in the meeting room whilst the meeting is taking place so must stop when the meeting is either adjourned or closed. Filming is not permitted elsewhere in the building at any time. Please see the Filming Protocol available on the County Council's website.

AGENDA

1. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2. DECLARATIONS OF INTEREST

All Members who believe they have a Disclosable Pecuniary Interest in any matter to be considered at the meeting must declare that interest and, having regard to Part 3 Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore all Members with a Personal Interest in a matter being considered at the meeting should consider, having regard to Part 5, Paragraph 4 of the Code, whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, consider whether it is appropriate to leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with the Code.

3. MINUTES OF PREVIOUS MEETING (Pages 5 - 12)

To confirm the minutes of the previous meeting held on 12 July 2022.

4. CHAIRMAN'S ANNOUNCEMENTS

To receive any announcements the Chairman may wish to make.

5. DEPUTATIONS

To receive any deputations notified under Standing Order 12.

6. TITCHFIELD HAVEN NATIONAL NATURE RESERVE - BRIEFING ON PROPOSALS

For the Select Committee to receive a briefing on proposals for Titchfield Haven National Nature Reserve.

7. TRADING STANDARDS UPDATE (Pages 13 - 50)

To consider for pre-scrutiny, a report of the Director of Culture, Communities and Business Services providing an update on Trading Standards following its restructure in 2021/22, and seeking approval of its updated enforcement policy and endorsement of its communications strategy.

8. CCBS (CULTURE, COMMUNITIES & BUSINESS SERVICES) RECRUITMENT AND RETENTION UPDATE (Pages 51 - 60)

To consider a report of the Director of Culture, Communities and Business Services providing an update on recruitment and retention.

9. WORK PROGRAMME (Pages 61 - 68)

To consider the Committee's forthcoming Work Programme.

ABOUT THIS AGENDA:

On request, this agenda can be provided in alternative versions (such as large print, Braille or audio) and in alternative languages.

ABOUT THIS MEETING:

The press and public are welcome to attend the public sessions of the meeting. If you have any particular requirements, for example if you require wheelchair access, please contact members.services@hants.gov.uk for assistance.

County Councillors attending as appointed members of this Committee or by virtue of Standing Order 18.5; or with the concurrence of the Chairman in connection with their duties as members of the Council or as a local County Councillor qualify for travelling expenses.

Agenda Item 3

AT A MEETING of the Culture and Communities Select Committee of
HAMPSHIRE COUNTY COUNCIL held at the castle, Winchester on Tuesday,
12th July, 2022

Chairman:

* Councillor Rob Mocatta

Councillor Jackie Branson	* Councillor Alexis McEvoy
* Councillor Lulu Bowerman	* Councillor Lesley Meenaghan
* Councillor Steven Broomfield	* Councillor Tanya Park
* Councillor Pamela Bryant	* Councillor Ann Briggs
* Councillor Peter Chegwyn	* Councillor Michael Thierry
* Councillor Rod Cooper	
* Councillor Alex Crawford	
* Councillor Barry Dunning	
* Councillor Dominic Hiscock	
Councillor Hugh Lumby	

*Present

Also present with the agreement of the Chairman:

Councillor Russell Oppenheimer, Executive Member for Recreation, Heritage and Rural Affairs

29. APOLOGIES FOR ABSENCE

Apologies were received from the Vice Chairman Councillor Jackie Branson, and Councillor Hugh Lumby.

Councillor Ann Briggs and Councillor Michael Thierry were in attendance as the Conservative Deputy Members.

30. DECLARATIONS OF INTEREST

Members were mindful that where they believed they had a Disclosable Pecuniary Interest in any matter considered at the meeting they must declare that interest at the time of the relevant debate and, having regard to the circumstances described in Part 3, Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter was discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore Members were mindful that where they believed they had a Personal Interest in a matter being considered at the meeting they considered whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, considered whether it was appropriate to leave the meeting whilst the matter was discussed, save for exercising any right to speak in accordance with the Code.

No interests were declared at this point in the meeting.

31. **MINUTES OF PREVIOUS MEETING**

The minutes of the meeting held on 17 January 2022 were agreed as a correct record.

32. **DEPUTATIONS**

There were no deputations.

33. **CHAIRMAN'S ANNOUNCEMENTS**

The Chairman introduced his announcements by highlighting the recent Jubilee celebrations, which included:

- A special British Citizenship ceremony held in the Great Hall, welcoming 30 new citizens to Hampshire.
- All new babies born and registered in Hampshire during June received a commemorative Queens Platinum Jubilee certificate to go alongside their official birth certificate.
- All couples who had a marriage or civil partnership ceremony during June received a commemorative certificate.

The Chairman informed the Committee on other registration highlights, which included:

- This Summer continued to break records for the highest number of ceremonies taking place in Hampshire compared with any other time.
- 1st July marked National Registrar Day and was also the 185th anniversary since civil registration began.
- The first 'Death Positive' fayres have taken place in Libraries, with Registration Officers providing insight into what happens when a death is registered and de-mystifying the process.
- Hampshire is leading on the introduction of new National training kit designed for the prevention of fraudulent, forced, and predatory marriage, to be used by all local authorities in England & Wales.

The Chairman also announced that in relation to records management, a contract had been awarded to secure third-party high-quality storage space for County Council paper records for the next eight years. It was heard that many social care records have to be retained for a 100-year period, and there wasn't space in County Council buildings to hold all papers records and to manage retrievals or destruction at the end of retention.

The Chairman informed the Committee that Wessex Film & Sound Archive (WFSA) were pleased to announce that a film that they collaborated on - '[Lost Connections](#)' - had won the Focal International 2022 award for 'Best use of footage in short film production'. It was heard that the film featured archive footage from WFSA's extensive collection for inclusion that reflects on pandemic experiences through archive film.

The Chairman also announced that the Ancestry Team working at Hampshire Record Office had completed the digitisation of probate records from Winchester Diocese. These included wills, inventories and other papers relating to the disposal of a deceased person's estate dating from 1500 to 1858. Members heard that the images will now be indexed and uploaded to ancestry's online system and should be available for public access around the end of 2022. The Committee noted that Hampshire Record Office is one of six landmark sites across the UK that have been awarded listed status to commemorate the Queen's historic 70-year reign. The award-winning building, designed by HCC, was opened by the Queen in 1993 and included pioneering techniques for the preservation of fragile archive document while offering a welcoming and practical space for visitors.

The Committee were informed that the Whitehill & Bordon Green Loop and Wayfinding project won both the Best Project and Best in Region award in the Southeast Region RTPi Planning Excellence Awards. Members heard that these awards highlighted the best examples of how planning and planners have a positive impact on quality of life in creating exceptional places and protecting the environment. It was noted that this project was applauded for its successful partnership approach as it was designed and delivered by Hampshire County Council, East Hampshire District Council, Whitehill & Bordon Regeneration Company, Urban Place Lab, Whitehill Town Council and Deadwater Valley Trust.

Members heard that the Green Loop and Wayfinding Project is a 7km loop of paths that encircles Whitehill & Bordon and is used by walkers, runners, and cyclists. The Chairman highlighted that waymarkers, the totems, benches and blocks provide vital information, places of mindfulness and rest. Together, they are a key to encouraging residents and visitors to choose active travel in and around the town. More information could be found at the following weblink:<https://www.rtpi.org.uk/find-your-rtpi/rtpi-english-regions/rtpi-south-east/southeastawards/>

34. **GRANT FUNDING TO CULTURE AND RECREATION ORGANISATIONS IN HAMPSHIRE**

The Committee received a report of the Director of Culture, Communities and Business Services for pre-scrutiny, before consideration by the Executive Member for Recreation, Heritage and Rural Affairs, outlining grant funding to culture and recreation organisations in Hampshire (Item 6 in the Minute Book).

The report was introduced and in relation to the proposed grant funding to The Spring, the presenting officer highlighted partnership working, and how the proposed grant funding would enable The Spring to deliver three core activities.

Councillor McEvoy declared a personal interest at this point in the meeting, as a Hampshire County Council appointed representative to Sir Harold Hillier Gardens and Arboretum Advisory Committee.

In response to a Member question it was confirmed that The Spring and the Cultural Trust are separate organisations who work in different geographical

areas of Hampshire. In response to a question regarding support avenues for athletes, the Talented Athletes Scheme was highlighted.

The recommendation was proposed, and a vote was held with the following outcome:

For: 11
Against: 0
Abstain: 3

RESOLVED:

That the Culture and Communities Select Committee support the grant awards as outlined within the report, and recommend to the Executive Member for Recreation, Heritage and Rural Affairs that he:

- i. Approves a grant of £68,000 to Energise Me for the financial year 2022/23.
- ii. Approves in principle a final grant of £68,000 to Energise Me for the financial year 2023/24 subject to approval of the Council's budget in February 2023, this concluding the funding arrangement with Energise Me under the terms of the Funding Agreement dated 30th September 2016.
- iii. Approves a grant of £45,000 to The Spring, Havant for the financial year 2022/23.
- iv. Approves in principle two further awards of £45,000 per year for financial years 2023/24 and 2024/25 subject to approval of the Council's Budget in February 2023, these being the final awards payable to The Spring.
- v. Approves a one-off grant of £24,730 to Sir Harold Hillier Gardens.

35. HAMPSHIRE COUNTY FARMS ANNUAL REPORT 2021/22

The Committee received a report of the Director of Culture, Communities and Business Services for pre-scrutiny, before consideration by the Executive Member for Recreation, Heritage and Rural Affairs, providing an update on progress made in 2021/22 to incorporate the new county farms policy priorities into operational practice (Item 7 in the Minute Book).

A presentation was shown to the Committee which highlighted key areas of the report. The priorities of the new policy were set out to Members, as well as the work to promote Hampshire County Farms. It was noted that there were nine priority outcomes which new tenants have signed up to deliver, and the importance of climate change resilience as part of these was also highlighted. In relation to training courses and performance protocol for new tenants, it was heard that The Prince's Trust has training courses for new tenants, and there was help to ensure new tenants have an understanding of the performance protocol.

The presentation concluded in looking forward to 2022/23, and it was explained that ten county farms have joined farmer cluster groups which would provide collaboration of farmers for the benefit of the wider landscape. Partnership

working with CPRE Hampshire for the second phase of their Hedgerow Heroes project was highlighted, and it was heard that it was planned to plant two kilometres of hedgerow and this was due to commence in the winter.

In response to Members' questions, it was confirmed that:

- There have been some tenant retirements in previous years, and some tenants have moved on to new farms as opportunities have arisen.
- Tenants can raise any issues with the County Farms Service, and there is help for tenants with timings of rental payments if this is causing concern.
- In relation to training, there have been discussions with Sparsholt College around this, and also testing of collaborations with other Counties and lesson learning. Tenants are also provided with information toolkits, and are encouraged to keep themselves up to date with training and learning opportunities.
- Tenants are aware of nitrate rules which must be followed, and there is regular spot testing.
- New tenants do often arrive with lots of new ideas, and opportunities are also flagged to existing tenants. Some farm shops also have aspirations to only supply Hampshire county farm food.
- In terms of rental, a sustainable level of rent is required to be paid.

The Committee thanked the presenting officer for an informative presentation.

RESOLVED:

The contents of this first annual Hampshire County Farms report and newsletter was noted by the Culture and Communities Select Committee, and the Committee supported its consideration by the Executive Member for Recreation, Heritage and Rural Affairs.

36. **PROPOSALS TO ADJUST ACCESS TO, AND PRICES FOR, THE ENDA RYAN POPPY PODS AT TILE BARN OUTDOOR CENTRE (LESS EXEMPT APPENDIX)**

The Committee received a report of the Director of Culture, Communities and Business Services for pre-scrutiny, before consideration by the Executive Member for Recreation, Heritage and Rural Affairs, on proposals to adjust access and pricing arrangements for military personnel and their families to the Enda Ryan Poppy Pods at Tile Barn Outdoor Centre. (Item 8 in the Minute Book).

The report was presented to the Committee and it was heard that following a recent consultation, Option 1 in the report was being proposed for approval. Members had questions about how the consultation worked and asked for assurance that engagement in the consultation by the Armed Forces Community Covenant was sought. It was heard that there were numerous attempts to engage, which included phone calls and emails to the appropriate people, and ensuring email receipts were received from them. Acknowledgement of receipt of the consultation was received, but no consultation response was given. It was heard that some consultation feedback favoured Option 3 proposal, but no

responses or suggestions were received from the original funders when engagement was sought with them.

One of the Members of the Committee, after discussions with the military, highlighted that there was disappointment within the military and they should have sole access to the Poppy Pods at weekends and school holidays, and reserved for military family use. Officers explained that the Poppy Pods had always been well used by the military, and had taken on board consultation feedback received to include in Option 1 proposals, military only use of the Poppy Pods for every other weekend in term time. It was also highlighted that Option 1 proposals also included a 2-month early priority booking window for military, giving access to all dates across the year when the Pods are open, as well as heavy discounts.

In response to other Members' questions, it was confirmed that:

- There was an expectation that the Poppy Pods would be heavily used by the military in the summer period.
- HCC do continue to invest in the Poppy Pods to cover ongoing maintenance costs and improvement.
- That under the proposals for high season, Poppy Pod charges would increase from £31 a night to £60, this is including the 50% discount for non-officers.
- Consultation feedback received about problems with the booking system and not being able to book, were mostly historic, and there was a new booking system in place. There are limited spaces as only 20 Poppy Pods are available, but proposed priority booking for the military should resolve booking issues.
- Mostly serving military personnel use the Poppy Pods.
- These proposals would ensure the Poppy Pods would remain sustainable for the future, and in financial terms going forward.
- Officers weren't aware of other grant funding, and this had been explored.

Some Members were concerned that the proposal didn't take into account the requirements of the military, and there were also some concerns around the proposals for a two-tier pricing system. Members were accepting that increase in pricing was needed to ensure a sustainable future but would also welcome other sources of ongoing funding should they come forward. The Select Committee also welcomed the opportunity for an update report later next year, to inform the Committee on how proposals were proceeding.

It was proposed by Councillor Mocatta, and seconded by Councillor Bowerman that the recommendation be amended as below:

*That, following a recent consultation exercise, the Executive Member for Recreation, Heritage and Rural Affairs approves a revised approach to access and pricing for the Enda Ryan Poppy Pods at Tile Barn Outdoor Centre in accordance with Option 1 identified in paragraph 17 in this report, **but the proposed two-tier military pricing system in the proposal is replaced by a single discounted price for military families.** The revised approach will take effect from 1st September 2022.*

The Committee voted and unanimously agreed the amendment with no abstentions.

An additional recommendation was proposed by Councillor Crawford, and seconded by Councillor Park as below:

That the Culture and Communities Select Committee would welcome other sources of ongoing funding should they come forward.

The Committee voted and unanimously agreed the additional recommendation with no abstentions.

RESOLVED:

- i That the Culture and Communities Select Committee recommend to the Executive Member for Recreation, Heritage and Rural Affairs that he approves the following recommendation:

That, following a recent consultation exercise, the Executive Member for Recreation, Heritage and Rural Affairs approves a revised approach to access and pricing for the Enda Ryan Poppy Pods at Tile Barn Outdoor Centre in accordance with Option 1 identified in paragraph 17 in this report, but the proposed two-tier military pricing system in the proposal is replaced by a single discounted price for military families. The revised approach will take effect from 1st September 2022.

- ii That the Culture and Communities Select Committee would welcome other sources of ongoing funding should they come forward.

37. **WORK PROGRAMME**

The Committee received the report of the Chief Executive which sets out the Committee's upcoming work programme (Item 9 in the Minute Book). The Committee were content with the work programme and there were no suggested amendments.

RESOLVED:

That the Culture and Committees Select Committee considered and approved the Work Programme.

38. **EXCLUSION OF PRESS AND PUBLIC**

As there was no requirement to go into exempt session, the press and public were not excluded from the meeting.

39. **EXEMPT APPENDIX - PROPOSALS TO ADJUST ACCESS TO, AND PRICES FOR, THE ENDA RYAN POPPY PODS AT TILE BARN OUTDOOR CENTRE**

The exempt appendix was considered as part of item 8 on the agenda without being directly referenced, and therefore there was no requirement to go into exempt session.

Chairman,

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HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Countryside, Culture and Communities Select Committee
Date:	7 November 2022
Title:	Trading Standards update
Report From:	Director of Culture, Communities and Business Services

Contact name: Clare Fuller

Tel: 0370 779 6327

Email: Clare.Fuller@hants.gov.uk

Purpose of this Report

1. The purpose of this report is to provide an update on Trading Standards (TS) following its restructure in 2021/22. The report seeks endorsement of its updated enforcement policy and its communications strategy.

Recommendation(s)

2. It is recommended that the Countryside, Culture and Communities Select Committee support the report, and recommend to the Executive Member for Countryside, Culture and Communities that he:
3. Note the strategic priorities for Trading Standards and their alignment with the County Council's four Strategic Aims as set out in Appendix 1.
4. Approve the revised Enforcement Policy for Trading Standards.
5. Endorse a proactive external communications strategy to increase public awareness of risks, facilitate community protection and deter criminality. This approach will augment the impact of direct service delivery, mitigating resource pressures and promoting the benefits of partnership working.
6. Note plans to conduct a review of all commercial activity over the next 12 months, with the intention of bringing a commercial strategy for the service to the Executive Member in 2023.

Executive Summary

7. This report seeks to highlight changes to Trading Standards' operating model that have been implemented to support the new structure which came into effect in January 2022. The new structure delivered £300,000 savings to the Council's SP23 programme through a 22% FTE reduction. This necessitated new ways of working, which have been developed and piloted this year.
8. The strategic priorities for the service (Appendix 1) provide the framework within which all TS activity is undertaken. The revised Enforcement Policy (Appendix 2) provides the framework for ways in which the service can seek to achieve compliance and is also presented here for approval.
9. Operational changes to the service that were driven by the new structure, for example in relation to its triaging of complaints / referrals, have been successfully piloted this year.
10. As skills and knowledge increase there will be further opportunities for service development and continuous improvement. Through apprenticeships and training the service will continue to develop its workforce. It will also seek to exploit digital efficiencies and improve its use of intelligence through the implementation of the new database system called Cx, and use of corporate digital applications.
11. Looking forward, the service has strategic aspirations to drive further process efficiencies from the Buy With Confidence (BWC) Scheme; maximise its grant funding opportunities through closer working with regulatory bodies such as the Office for Product Standards and Safety (OPSS); develop a commercial strategy and maximise its reach and impact through a higher profile communications strategy.

Contextual information

12. **Legislative context:** Trading Standards has a statutory duty to enforce over 250 pieces of legislation. The duty to enforce legislation requires the ability to investigate and prosecute cases of criminality. The service is legally required to appoint specific roles such as a Chief Inspector of Weights and Measures, a Public Analyst for Food and an Agricultural Analyst for Animal Feed. The County Council holds statutory roles for which Trading Standards is the delivery mechanism. These include HCC being the Petroleum Enforcement Authority, the Food Authority and the Local Authority in relation to the prevention and control of animal disease in farmed animals. The service also delivers some statutory duties on behalf of neighbouring Authorities where it is strategically valuable and/or commercially beneficial to do so.

13. **Restructure** - The new structure implemented in January was intended to:
 - a) deliver efficiencies
 - b) bring greater consistency across grades
 - c) devolve responsibility to lower levels, especially in relation to line management, thus giving staff development opportunities
 - d) facilitate a more agile workforce that can more easily be deployed to areas of greatest demand through a matrix working model
 - e) provide clearer development pathways with a focus on talent development and succession planning, including introducing apprenticeship roles in response to a national skills shortage and an ageing workforce profile.
14. These objectives have been achieved, although it should be noted that staff development and the training of apprentices is a long-term commitment, with qualifications taking 18 months to 3 years to achieve.
15. **Revised operating model** – In response to reduced resources and changes to the skills profile of different teams, the service has had to revise several areas of its operating model to ensure workload can be managed and resources directed to areas of greatest need. An example of this is contact management i.e. how the service is accessed and how it responds to the complaints, referrals, enquiries and notifications it receives.
16. Moving away from a reactive response process, the service now records all information received for intelligence purposes and uses this to inform its proactive service planning, including projects and investigations. This means the service can ensure it focusses effort on the products, issues or businesses that are causing persistent and serious harm to consumers, legitimate traders, or the wider Hampshire economy. This approach brings the service into alignment with other comparator TS services in the South-East, such as West Sussex, Buckinghamshire and Surrey, and Kent.
17. The service has implemented a single point of contact to assess all contacts consistently, irrespective of the source of the contact. The tools used to triage all contacts have been revised to determine those to which the service would provide an immediate (within 10 working days) response (Appendix 3). Further assessment tools can be applied to contacts where there are concerns but where the outcome may not fall into the criteria for immediate response.
18. This enables the service to target resource at areas of greatest impact or highest risk, taking account of the level of criminality involved. Over time, it will enable TS to best serve all Hampshire residents proactively and fairly, whilst avoiding resources being drawn to those who are most able to advocate for themselves. Individual complaints will not receive any response

unless they meet the criteria for immediate response, but they will all be used to inform our overall intelligence picture.

19. Thematic and statistical data will also be shared with partner agencies, regulatory bodies, and other TS services where appropriate, to inform regional and national intelligence profiling and to enable us to draw down funding where applicable.
20. **Achieving compliance** – TS is a regulatory service and its core ethos is to advise and support businesses to achieve compliance, in order to protect the public and ensure a fair trading environment. Consequently, our enforcement policy reflects this approach. The Enforcement Policy has been updated to reflect changes to the service operating model.
21. The service continues to maintain the recognised 4 E's approach to promoting compliance: Engage, Explain, Encourage and Enforce. In this model, enforcement activity is generally a last resort, with the focus remaining on achieving compliance through deploying a broad and creative range of approaches with which to work with businesses.
22. Enforcement activity is only taken where there is a clearly evidenced case, the enforcement is proportionate, in the public interest and deemed the most appropriate and effective way to achieve a positive outcome.
23. Within the range of enforcement activity the service undertakes, litigation is a last resort. However, TS has a duty to prosecute persistent and serious criminality and the service has a 100% prosecution success rate. Whilst litigation is taken in the public interest, the service also brings a financial benefit to the department through its financial investigations which have facilitated asset recovery. Last year asset recovery from enforcement delivered £54,000 and in 2022/23 it is forecast to deliver in the region of £200,000.
24. Asset recovery income can be used for (i) future asset recovery work (ii) crime reduction and (iii) community projects, and to this end it is used to contribute to the costs of the team that carry out litigation work as well as covering external legal costs and other relevant aspects of service delivery.
25. **Communications** – The service structure has a new Business and Commercial team whose remit includes internal and external communications. As part of the new operating model, a proactive communication strategy is essential. There is a greater need to have effective external communications to raise awareness of TS activity, engaging the public, facilitating community protection, providing reassurance to residents and businesses, and deterring criminality. The communications strategy objectives are set out in Appendix 4.

Finance

26. For 2022/23 the service budget is £1.8M, of which £400,000 will be income, leaving a net cash limit of £1.4M. The cash limit has reduced over the past three years and income has remained stable despite Covid restrictions creating a challenging operating environment during 2020 and 2021.
27. It should be noted that the Trusted Trader scheme, Buy With Confidence, generates the largest share of income. This is followed by OPSS funding for our product safety work at the ports and borders. Grant funding for other activities such as feed controls inspections and food standards initiatives has also been notable in 21/22 but these streams can vary year on year subject to new legislation or regulatory body priorities.
28. Other commercial income opportunities are more limited, but we propose to conduct a commercial review later in 2022/23.

Performance

29. Against the backdrop of a staff consultation and a restructure that saw the departure of 22% of the workforce, the service succeeded in delivering 94% of its planned inspections for the 21/22 financial year.
30. In terms of our product safety activity conducted at the External Temporary Storage Facilities, in 2021/22 334 consignments were searched and 57% of samples were found to be non-compliant or unsafe. Hampshire TS received the third highest level of referrals from OPSS of all Authorities undertaking product safety at the borders, meaning that we deal with significant volumes of goods that are likely to pose the greatest risk to consumers, including electrical items and children's toys.
31. The service participated in the Food Standards Agency pilot of a new dynamic risk management framework and continues to use this approach pending the release of the pilot outcomes and revised framework which will be deployed nationally in 2023/24.
32. The service secured convictions against criminals undertaking intellectual property fraud to the value of £1.5M. A rogue trader was also convicted of fraud, forgery, counterfeiting and consumer protection from unfair trading, with £6,000 compensation secured for the victims of crime in this case. A successful animal health investigation was undertaken for Southampton City Council, enabling them to secure conviction of a couple illegally importing puppies into the UK.

33. The service coordinated the response to the two outbreaks of avian influenza that took place in January and February 2022, working with the Animal & Plant Health Agency, Emergency Planning and volunteer networks.
34. The service has undertaken benchmarking against its comparator services in the South-East in 2021/22 which has identified that this service has:
- a) the second highest population for which to provide services
 - b) the smallest service per 100,000 of the population (approximately 1/3 lower than the average officer numbers per 100,000 of the population)
 - c) the second lowest cost per head of population based on both its cash limit and total budget
 - d) below average cost per head of population based on its cash limit, against regional comparators
 - e) generated 24% of its revenue budget from income.

Consultation and Equalities

35. An Equalities Impact Assessment has been undertaken and the operational changes developed and piloted this year are anticipated to have potential positive benefits to groups with two protected characteristics, age and disability, due to the move to intelligence-led targeting of resources. In terms of mitigating the impact of not responding to individual complaints, trading standards will:
- Adopt a risk-based approach underpinned by a greater focus on the use of data and intelligence to inform priorities and service delivery.
 - Consider preventative activities such as publicity and communications to increase awareness of consumer risks and issues, signposting to further support and resources online, and ultimately working with local organisations to promote knowledge sharing, community support and self-help.
 - Ensure that where service users are signposted to other sources of advice, information and support this is done in a format most appropriate for their needs e.g. digital resources, provision of telephone numbers for other services, and/or making referrals to other agencies ourselves on behalf of a service user.

Conclusions

36. During 2022 Trading Standards has built on the foundations of its new structure by:
- a) reviewing its operating model to align it to the new structure, and updating its processes and Enforcement Policy accordingly

- b) ensuring all TS activity fits withing the service's four strategic priorities which provide a clear, consistent framework for the service
 - c) developing and promoting a cultural shift within the service to focus on compliance in its broadest sense, empowering staff to use creative approaches to do so
 - d) equipping staff for their new roles and responsibilities to facilitate their professional development and flexible deployment aligned to demand pressures.
37. The service is aware of other parts of its operating model that have scope for ongoing development and improvement and is ambitious to exploit these opportunities.

Appendices

Appendix 1 – Trading Standards' strategic priorities

Strategic Priorities:

- **Increasing public safety**, supporting business to achieve compliance and empowering communities
- **Protecting consumers from financial detriment** through a fair-trading environment
- **Protecting public health**, the environment and local economy by protecting animal health and the food chain
- **Providing commercial services** to support businesses, partners and economic growth

These align with the four Strategic Aims of the County Council:

- Hampshire maintains strong & resilient economic growth & prosperity;
- People in Hampshire live safe, healthy & independent lives;
- People in Hampshire enjoy being part of strong, inclusive, resilient communities; and
- People in Hampshire enjoy a rich & diverse environment.

Appendix 2: Trading Standards Enforcement Policy

1.0 Introduction

- 1.1 The purpose of Hampshire County Council's Trading Standards enforcement activities is to protect the public, legitimate business, and the environment. This policy sets out what businesses and others being regulated can expect from Hampshire County Council Trading Standards officers.
- 1.2 The Trading Standards Service mission is to be:
A modern proactive business designed to keep Hampshire safe.
- 1.3 In doing this we focus on providing advice and guidance, working with businesses to help them understand and comply with their obligations, to encourage them to develop and grow.
- 1.4 There will be occasions where other action may be necessary to deal with situations where the law (criminal and civil) has been broken (an "offence"). Each case will be considered on its own merits.
- 1.5 This policy is intended to promote effective regulatory inspection and enforcement, improving outcomes without imposing unnecessary burdens on business.

2.0 Enforcement policy

- 2.1 The Service will not respond to individual complaints or address every non-compliance with businesses.
- 2.2 Service demand is managed through a tactical tasking process designed to target resources effectively and focus activity on those businesses who cause the greatest harm to consumers and legitimate business.
- 2.3 Trading Standards follows the principles and objectives of the statutory Code of Practice for Regulators ('the Code') made under the Legislative and Regulatory Reform Act 2006. We believe that all enforcement should be risk based, transparent and proportionate.
- 2.4 In certain instances we may conclude that a provision in the code is either not relevant or is outweighed by another provision. Where we depart from the code, we will ensure that the decision is reasoned, evidenced and documented.

- 2.5 Where we intervene in a matter, we will always consider the most justified, appropriate, and proportionate methods for dealing with the issues raised.
- 2.6 If we exercise any of our enforcement powers such as seizing goods, equipment or documents, we will give written notice to a business explaining the extent of those powers and the nature of any equivalent rights which the business may have.
- 2.7 A range of sanctions are available to be considered according to the associated risk and seriousness of the matter. Sanctions include:
- Securing an undertaking from a business that they will comply with their legal obligations
 - Taking action in the civil courts to seek orders
 - Issuing written warnings
 - Issuing simple cautions
 - Prosecuting offenders in the criminal courts
 - Restraint, confiscation, and forfeiture of assets under the Proceeds of Crime Act 2002
 - Exercising forfeiture of goods provisions
 - Issuing Suspension Notices, Improvement Notices, or other such statutory notices and documents
 - Issuing of Penalty Charge Notices
 - Revocation or suspension of a licence, registration, or approval
 - Instituting a license review (e.g., alcohol sales)
 - Seeking a banning order under the Animal Welfare Act
 - Having animals removed from their owners/keepers
 - Instituting a product recall.
- 2.8 The aim of any intervention is to:
- Respond proportionately to the nature of the issue and the harm caused
 - Protect consumers and legitimate businesses
 - Change the behaviour of the offender
 - Eliminate any financial gain or benefit from non-compliance
 - To secure justice for victims, witnesses, defendants, and the public.
- 2.9 In any intervention we will consider matters which aggravate or mitigate the seriousness of the offence so that the most appropriate and proportionate method of disposal is chosen.

3.0 Aggravating Factors

- The impact or potential impact of the offence is so serious that prosecution is the only suitable method for disposal.
- Whether the offence continued over a long period of time or involved a series of offences against the same or different victims.
- Degree of pre-planning.
- Age or vulnerability of the victim(s).
- Amount of gain for the offender or the amount of loss to the victim, relative to the victim's status.
- Impact of the crime on the victim.
- Prevalence of the offence and its impact on the community.
- Where there is any evidence of the crime being motivated by hate (hate crimes).
- Any attempt by the offender to conceal their identity, whether directly or indirectly, such that the victim and / or investigating agencies cannot easily identify or trace the person.
- Lack of remorse.
- The offender's history including previous advice, warnings, cautions and convictions.
- There is evidence of significant and / or continuing consumer or public detriment.
- There is risk to public health and safety, animal health and welfare or the environment.
- The offender disregards the needs of animal health disease control legislation.
- The offender has acted fraudulently or is reckless or negligent in their activities.
- An officer was deliberately obstructed.

4.0 Mitigating Factors

- Prompt acknowledgement of guilt.
- Making timely and appropriate compensation to the victim(s).
- Previous good character.
- Age and / or lack of maturity where it affects the responsibility of the offender.
- Lesser degree of culpability.
- Any other factor which, considered objectively in relation to the offence,

tends to diminish the seriousness of the crime even though it does not provide a defence to it.

5.0 Action that Can be Taken

5.0.1 The options for appropriate methods of disposal of any matter are not sequential. The most appropriate method will be identified and adopted.

5.1 Prosecution

5.1.1 The Trading Standards Service recognises that a prosecution has serious implications for all involved and have developed this policy so that we can make fair and consistent decisions in all cases.

5.1.2 We will have regard for this policy and the Code for Crown Prosecutors, in particular:

- Is there is sufficient evidence that a criminal offence has been committed and there is a realistic prospect of conviction?
- Is a prosecution in the public interest?

5.1.3 Consideration will also be given to the Code made under the Legislative and Regulatory Reform Act 2006.

5.1.4 In some cases prosecutions may be taken concurrently with civil proceedings.

5.2 Simple caution

5.2.1 Where there is sufficient evidence to provide a realistic prospect of conviction (if the offender were to be prosecuted), and the offender admits their guilt, consideration may be given to dealing with the case by way of a caution.

5.2.2 If a simple caution is rejected the Service reserves the right to consider instigating prosecution proceedings.

5.3 Fixed penalty notice, or a penalty notice for disorder

5.3.1 Where there is sufficient evidence to provide a realistic prospect of conviction (if the offender were to be prosecuted) and / or the offender recognises the offence, if available, the offender may be offered a fixed penalty notice or penalty notice for disorder.

5.3.2 If a fixed penalty notice or a penalty notice for disorder is rejected the Service reserves the right to consider instigating prosecution proceedings.

5.4 Financial investigations under the Proceeds of Crime Act 2002

5.4.1 The Trading Standards Service will consider whether it is appropriate to utilise powers under the Proceeds of Crime Act 2002 (POCA), to ensure the defendant is deprived of the proceeds of their criminal conduct. Where investigations identify money laundering offences, we will consider prosecuting for those offences.

5.4.2 The Trading Standards Service will consider using restraint powers under POCA to prevent the dissipation of assets from satisfying a confiscation order (from which compensation may be ordered to be paid).

5.5 Undertaking

5.5.1 The Trading Standards Service takes a staged approach to civil redress.

5.5.2 Unless the matters investigated are serious enough to justify immediate civil or criminal proceedings, a formal undertaking may be sought from the offender within the meaning of the Enterprise Act 2002 to stop or continue doing the matters complained of, where the offender is willing to enter into an undertaking.

5.5.3 A breach of the undertaking can result in proceedings being issued.

5.6 Injunctions

5.6.1 Where an individual or business operates in such a way that it harms consumers, an application may be made to the civil courts for an injunction to stop the detrimental activities.

5.6.2 An application will not be made unless the detrimental activities have been explained (or attempted to be explained) to offenders with advice on how to operate legitimately, unless the detrimental practices create a threat to human safety, when an urgent application may be made.

5.7 Written warnings

5.7.1 If the particulars of a case considered in conjunction with this enforcement policy suggest that future compliance can be achieved without resorting to

legal proceedings, this Service will consider issuing a written warning and / or specific instructions as appropriate.

5.7.2 No written warning will be entertained unless there is reliable evidence to support an assertion of offending.

5.7.3 Written warnings can be considered in the event of any future offences.

5.8 Suspending goods from sale

5.8.1 Where it is necessary to protect the public, goods suspected of being unsafe or non-compliant with safety legislation will be suspended from sale.

5.9 Seeking a banning order under the Animal Welfare Act

5.9.1 Where an owner/keeper of an animal has subjected it to unnecessary suffering and this behaviour is likely to continue, we will consider applying for a banning order preventing that individual from keeping animals, or animals of a particular type or number.

5.10 Having animals removed from their owners/keepers

5.10.1 We will consider removing animals from their owners/keepers where –

- They are illegally landed in the UK and are required to be quarantined
- On the grounds of welfare

5.11 Refusal, termination, or variation of a licence/registration

5.11.1 The refusal, revocation or variation of a licence or registration will be considered where the conditions attached to a licence or registration, or the legal requirements to hold such a licence, registration or approval have not been met.

5.12 Dealing with offences at licenced premises

5.12.1 In the case of offences committed at a licensed premises, including the illegal sale of age restricted products, consideration will be given to instituting a review of the premises licence.

5.12.2 The Service reserves the right to consider other enforcement options.

6.0 Partnership working

- 6.1 Wherever practicable we will endeavour to liaise with other relevant agencies with a joint or complementary enforcement role to ensure a consistent and coordinated approach.
- 6.2 Before instigating formal action, the Trading Standards Service will liaise with all relevant agencies where a joint or complementary enforcement role is identified. We subscribe to the principles of the Primary Authority Principle under the Regulatory Enforcement and Sanctions Act 2008.
- 6.3 We will share intelligence with other enforcement agencies where this is practicable, beneficial and cost effective (subject to restrictions under the Data Protection Act, and other Trading Standards legislation).
- 6.4 Data sharing will be conducted through appropriate information gateways.

7.0 Complaints procedure

- 7.1 The Trading Standards Service adheres to the County Council's complaints policy which can be found [here](#).

Appendix 3 – Criteria for immediate response by Trading Standards

Priority	Issue Types	Actions
<p>High: Requires immediate response (10 working days)</p>	<ul style="list-style-type: none"> • High risk of death or serious injury • Serious threat to public health • Animal disease outbreak • Serious threat of animal disease outbreak • Animal welfare issues (under current investigation or where there is history) • Fraud or deception against vulnerable people, specifically targeted because of their vulnerability • Request for chargeable business advice • MP or Councillor contact 	<p>Complete a filter and task matrix.</p>

Appendix 4 – Trading Standards’ communications strategy objectives

- a) Increase the impact of direct service delivery i.e. by deterring wider criminality and by raising consumer and business awareness. Maximising efficiency and value for money through this approach.
- b) Protect Hampshire residents by signposting to sources of trusted information and guidance, to facilitate informed decision-making and reduce the risk of exploitation by rogue traders.
- c) Support the strategic direction of the service to be more proactive than reactive, and actively manage the messages around TS initiatives.
- d) Reinforce partnership working, by crediting work done by Hampshire TS in conjunction with partner agencies.
- e) Elevate Hampshire TS to a level playing field with other LA TS services who are already well established in delivering proactive public-facing communications strategies.

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

Hampshire maintains strong and sustainable economic growth and prosperity:	yes
People in Hampshire live safe, healthy and independent lives:	yes
People in Hampshire enjoy a rich and diverse environment:	yes
People in Hampshire enjoy being part of strong, inclusive communities:	yes

EQUALITIES IMPACT ASSESSMENT:

1. Equality Duty

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

2. Equalities Impact Assessment:

An Equalities Impact assessment has been completed and is published with this report. In most instances changes to the Trading Standards operating model are not anticipated to impact on groups with protected characteristics. In the case of age and disability, the changes are anticipated to have a potentially positive impact because the use of intelligence to inform proactive service planning will target resource at areas of greatest need which historically has included service users in older age groups or service users with disabilities.

3. Climate Change Impact Assessment

Hampshire County Council utilises two decision-making tools to assess the carbon emissions and resilience impacts of its projects and decisions. These tools provide a clear, robust, and transparent way of assessing how projects, policies and initiatives contribute towards the County Council's climate change targets of being carbon neutral and resilient to the impacts of a 2°C temperature rise by 2050. This process ensures that climate change considerations are built into everything the Authority does.

Climate Change Adaptation – not applicable

Carbon Mitigation – not applicable

The carbon mitigation tool and climate change adaptation tool were not applicable because the operating model changes are strategically aligned to the new service structure and/or relate to administrative and procedural changes.

Hampshire

Trading Standards

Trading Standards Update

7th November 2022

Trading Standards in brief

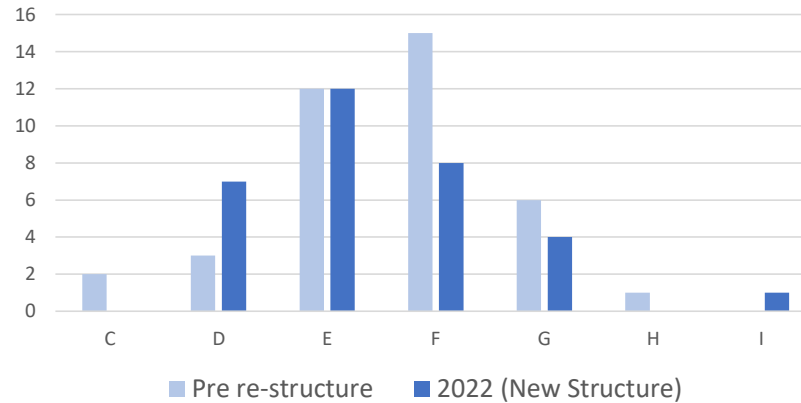


- Statutory duty to enforce **over 250 pieces of legislation**
- Duty to enforce legislation requires the ability **to investigate and prosecute** cases of criminality
- Legally required to appoint a:
 - Chief Inspector of Weights and Measures
 - Public Analyst for Food
 - Agricultural Analyst for Animal Feed
- **Delivery of statutory roles held by the County Council:**
 - Local Weights & Measures Authority
 - Petroleum Enforcement Authority
 - Food Authority
 - LA in relation to prevention and control of animal disease in farmed animals
- Delivery of some statutory duties for neighbouring LAs through **Service Level Agreements**
- Trusted trader scheme '**Buy With Confidence**' for Hampshire residents and businesses

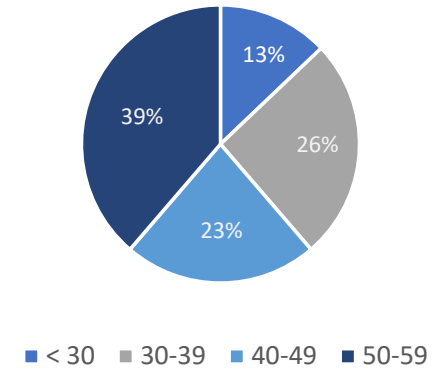
Our People



Staff by Grade



Age Profile



Head of Trading Standards

Business and Commercial Team

Business intelligence and reporting,
Performance monitoring,
Communications (internal & external),
Business development, IT Systems
management, staff development and
the BWC scheme

Trading Standards Business Manager

Proactive Interventions Team

Delivery of the planned inspection
schedule in relation to Environmental
Safety, Food Standards, Metrology
and Product Safety. Provision of
specialist advice.

Trading Standards Manager

Complaints and Investigations Team

Lead, prioritise and co-ordinate the
investigation of complaints and cases
across the service in line with agreed
priorities. Delivery of Animal Health &
Welfare activity and Animal Feed
Controls.

Trading Standards Manager

Litigation Team

Advise and lead on all legal activity.
Financial investigation and asset
recovery through Proceeds of Crime
Act.
FOI / SAR coordination.
Licensing panels.

Principal Trading Standards Litigation Officer

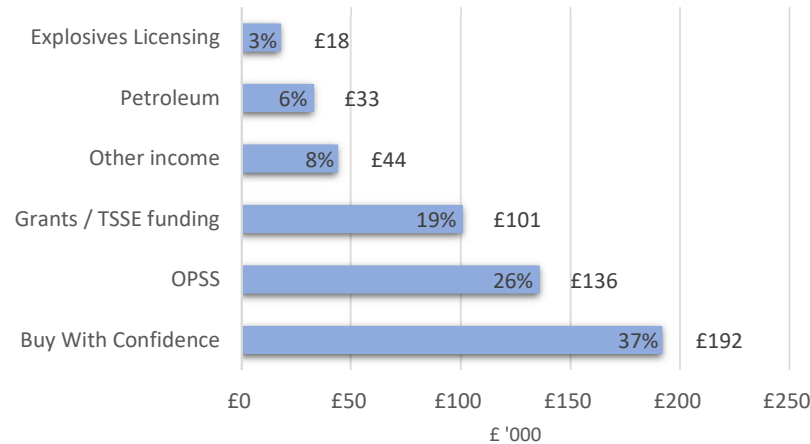
Our Resources

Trading Standards operate a cash limit budget supplemented by income from the following streams

Financial Year	Income £ '000	Expenditure £ '000	Net spend (cash limit) £ '000
19/20	396	2,160	1,764
20/21	432	2,198	1,766
21/22	524	2,186	1,662
22/23 (Forecast)	396*	1,805	1,409

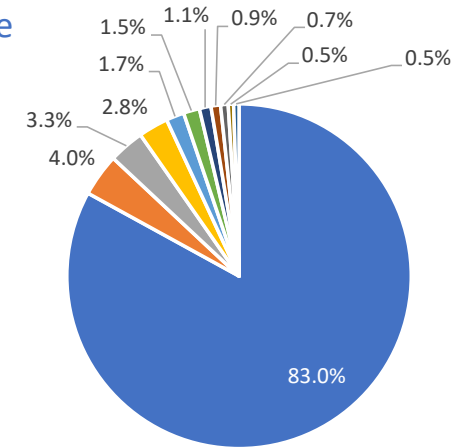
* 22/23 income forecast is lower due to impact of restructure on income generation capability

2021/22 Income



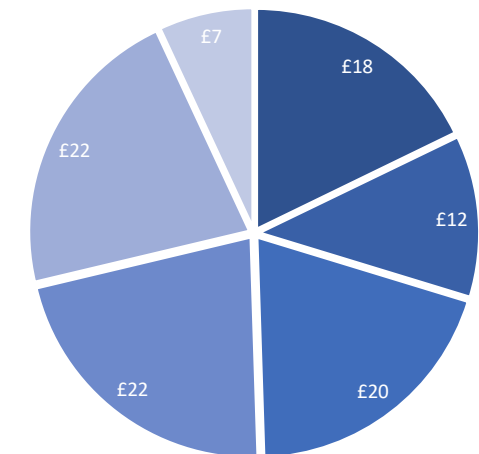
2021/22 Expenditure

- Staff costs
- Hired & contracted services
- Legal costs
- IT Projects
- IT services & software



Grants funding

- £ '000
- Public Health (Tobacco)
 - Food Standards Agency pilot
 - FSA - Natasha's Law
 - FSA - Feed inspections
 - TS Regional Investigations Team
 - Other



Our Customers



Hampshire has over **60,000 businesses**, ranging from small sole traders to large manufacturers, importers and retailers.

There are approximately 10 External Temporary Storage Facilities (ETSFs) in Hampshire, which handle large quantities of **imported goods** from both inside and outside the EU.



Hampshire TS currently supports **11 Primary Authority Partnerships**, including 9 co-ordinated partnerships.



The **Buy With Confidence** trader approval scheme has c. 490 members in Hampshire area.

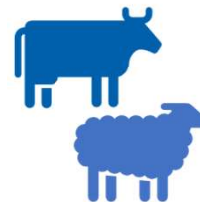
The team manages membership for a further 530 members across ten other local authorities in the south east.



Although 85% of the County is classified as rural, we are responsible for **regulating over 31,000 premises** including;



We receive **20,000 referrals**, notifications, complaints and enquiries from Hampshire residents, businesses and other stakeholders each year.



4,203 livestock premises



over **9,000 food establishments**

Our Partners



Engagement with our partners



Subject to inspection by authorised bodies



Requirement to provide statutory reports



Liaising with national & regional networks



Feeding intelligence into national & regional networks



Developing business plans

Our Performance 2021/22



- In 21/22 **94%** of Planned Inspections set out in the annual Service Plan were delivered
- The Food Standards Agency (FSA) Pilot was completed to help inform the new national framework
- In 2021/22 **334** ports consignments were searched
- Of 431 samples taken, **50%** (215 samples) were **non-compliant with the safety legislation** and 30 were unsafe
- The financial detriment estimated to have been avoided through preventing these non-compliant or unsafe goods from entering the market is **£7.5M+** of which **£3.6M** (48%) relates to children's toys
- In 2020 Southampton Port received 564,722 imports (Kg) of consumer goods, making it the **2nd busiest** of a total of 53 UK ports.
- Hampshire Trading Standards received the **4th** highest level of profile hits and the **3rd** highest level of referrals in relation to OPSS Ports work, meaning that we deal with significant volumes of goods likely to pose the greatest risk to consumers.

Our Performance 2021/22

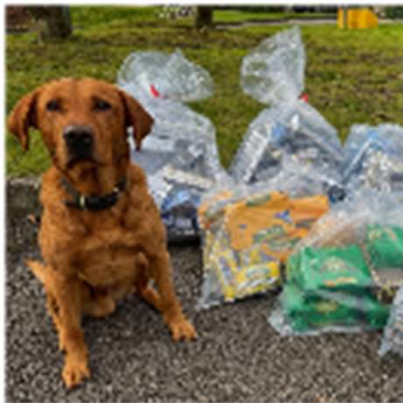


Increasing public safety, supporting business to achieve compliance and empowering communities



Protecting consumers from financial detriment through a fair trading environment

£20,000



Illicit Tobacco Seizure

This disruptive action targets organised crime groups, which represents a risk to public health, fire risk, and unfair trading through tax avoidance.

This operation supported the aims of Public Health to reduce tobacco uptake which can be a gateway for children to long term smoking and use of other substances.

£1.5M



150h

Operation Fleming - Intellectual Property fraud.

TS secured a conviction on charges of fraud and money laundering – believed to be the largest value conviction for Hampshire Trading Standards.

Rogue Trading

Successful conviction of traders under fraud, forgery, counterfeiting and consumer protection from unfair trading.

The trader was sentenced to an 18 month Community Order, which included 15 Rehabilitation Activity Requirement days, 150 hours of unpaid work and paying over £6,000 compensation to victims.

Our Performance 2021/22



Protecting public health, the environment and local economy by protecting animal health and the food chain



5,600
Properties

Avian Influenza

Successful responses to outbreaks in Sherfield English and Bishop's Waltham, with TS officers and volunteers covering 5,600 properties.



43 Dogs



Animal Health Prosecution

On behalf of Southampton CC, our Animal Health team led the investigation into a Southampton couple who illegally imported 43 pet dogs before selling them without a licence.

The couple have been convicted of money laundering and animal transportation offences, receiving suspended custodial sentences and a confiscation order under the Proceeds of Crime Act.



Providing commercial services to support businesses, partners and economic growth



Supported by **Buy With Confidence** scheme which generated over £190,000 income for Trading Standards

c. 1,000

Businesses



7,500+

Complaints

Received by service and triaged during the 2021-22 financial year

Service Vision & Purpose

A modern proactive business designed to keep Hampshire safe



Our operating principles will ensure we...

- 1 provide advice, guidance and support to protect the people of Hampshire
- 2 support local businesses to compete and thrive
- 3 create and maintain a fair and safe place to live and work
- 4 encourage community engagement and pride in Hampshire to inform and support our work




Our Strategic Priorities

Increasing public safety, supporting business to achieve compliance and empowering communities 

- Product Safety: Ports; Complaints & Investigations; Market Surveillance
- Petroleum and Explosives inspections
- Communications, information resources, community awareness

Protecting consumers from financial detriment through a fair trading environment 

- Fair Trading cases
- Metrology: Petrol forecourt inspections
- Metrology: bulk fuel inspections, weighbridges
- Food standards

Protecting public health, the environment and local economy by protecting animal health and the food chain 

- Animal health & welfare
- Animal feed inspections
- Food product inspections & sampling
- Food safety: Allergens
- Food business registrations

Providing commercial services to support businesses, partners and economic growth 

- Buy With Confidence scheme
- Licensing
- Vapour Recovery for District Councils
- Service Level Agreements
- Chargeable Business Advice
- Primary Authority Partnerships

Examples of the work that underpins our priorities

- Hampshire maintains strong & sustainable economic growth & prosperity
- People in Hampshire live safe, healthy & independent lives

- People in Hampshire live safe, healthy & independent lives
- People in Hampshire enjoy being part of strong, inclusive communities

- People in Hampshire live safe, healthy & independent lives
- People in Hampshire enjoy a rich & diverse environment

- Hampshire maintains strong & sustainable economic growth & prosperity
- People in Hampshire live safe, healthy & independent lives
- People in Hampshire enjoy being part of strong, inclusive communities

HCC strategic priorities

- Identifying & removing dangerous or harmful products from the market
- Supporting businesses to diversify and adapt to new circumstances
- Helping businesses and consumers successfully navigate the consequences of the UK's departure from the EU
- Protecting those at risk of the highest harm from the worst impacts of financial hardship

- Supporting businesses to diversify and adapt to new circumstances
- Helping businesses and consumers successfully navigate the consequences of the UK's departure from the EU

ACTSO strategic priorities

Local Hampshire priorities

Borders:

- Two major ports, represent an opportunity to apply **controls at point of entry** before goods flood the market
- Focus for **Product Safety** through monitoring and checks at External Temporary Storage Facilities (ETSFs)
- Demonstrable consumer benefit: For every £1 spent on Ports and Borders work, £34 is saved

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Geography:

- Southern coastal location on the migratory route of many birds, increasing the likelihood of **animal disease outbreaks** e.g. avian flu
- Rural county with strong farming community
- Focus for animal health and animal feed inspections, to **protect the food chain**

Fair Trading:

- Focus on **community engagement and awareness** to equip consumers to spot and avoid scams
- Recognition that older and / or vulnerable consumers, especially those with assets, may be at greater risk of rogue traders or doorstep criminals.
- 17% of Hampshire's population is over 65 and this is rising.

Protection for all:

- Trading Standards serves the consumer and business communities through
 - **targeting its strategic priorities**, its local priorities and
 - **using local intelligence** to investigate recurring issues (by theme or traders).



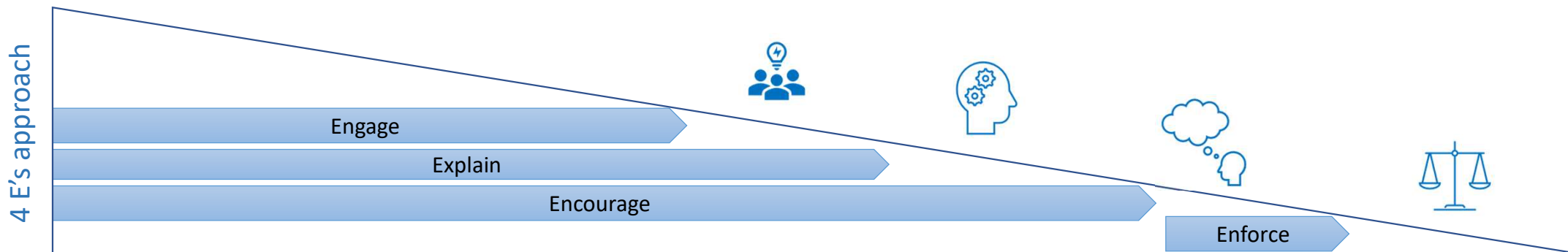
Challenges faced

- Challenges facing the Trading Standards profession nationally
- Broad range of statutory duties, which continue to grow
- Government funding for new duties is often one-off and low value
- Annual funding uncertainty
 - e.g. OPSS
- Lack of business resilience = Service delivery vulnerability
- Potential for regulatory body audits and risks around delivery of statutory duties
- Loss of income and reduced ability to support businesses
 - (Primary Authority Partnerships and CBA reductions)

In benchmarking against our regional comparators Hampshire TS has:

- The second highest population to provide services for
- The lowest number of officers per 100,000 of the population
- The second lowest cost per head of population based on both our cash limit and / or total budget
- Below average cost per head of population based on our cash limit, against comparators
- 24% of revenue budget is derived from income (2021/22)

Promoting Compliance



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- 1. ENGAGE:** Generic communications setting out legal requirements or responsibilities. Stock information resources that can be provided repeatedly
 - Streamline initial contacts and signpost enquiries to other sources of information / support
 - Promoting commercial services, where appropriate
- 2. EXPLAIN:** Advice to an individual / trader / business about a specific issue.
- 3. ENCOURAGE:** Reiterating responsibilities on businesses
 - Setting out identified non-compliance issues and actions required
 - Responsibility for compliance remains with the business
- 4. ENFORCE:** Generally last resort, only progressed where there is a clearly evidenced case with the likelihood of a positive outcome, and it's proportionate and in the public interest to pursue enforcement action



Transformation Achievements and Next Steps

2021-22 Transformation Programme has delivered:

- New structure implemented
- Recruitment to stabilise the new structure
- Invested in staff training
- Re-designed the Contact Management process,
 - piloting a new approach to manage demand
 - triage intelligence consistently
 - adopt a pro-active approach to service delivery
- Implemented a Gateway Review process
- Updated all operating procedures
- Developed new processes (risk management, health & safety)
- Developed a marketing strategy and revised our web pages
- Developed a communications strategy



Transformation Achievements and Next Steps

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Forward look:

- Continue to develop the Intelligence Model
- Commercial review
- Business Planning 2023-24
- Ongoing delivery of 2022/23 Service Plan
- Head of Service onboarding
- Cx* implementation
- Rebuilding commercial capability to support businesses
- Promoting consumer awareness, community resilience, and deterring criminality through external communications
- Development of greater joint working in strategic partnerships
 - e.g. OPSS, Southampton TS, Hampshire Scientific Service

* Cx is the service's core operating system



Support for Trading Standards

1. Advocacy - Champion the Service
2. Highlight the range and breadth of statutory services we perform for the County Council to Cabinet
3. Highlight where Trading Standards capability can have a positive impact in other portfolio areas
4. Communications support e.g.
 - Quotes for press releases
 - Participation in local media interviews
 - Social media engagement - follow the Service on Twitter / LinkedIn and retweet posts

Recommendations

The Executive member is asked to:

1. Note the strategic priorities for Trading Standards and their alignment with the County Council's four Strategic Aims.
2. Approve the revised Enforcement Policy for Trading Standards.
3. Endorse a proactive external communications strategy to increase public awareness of risks, facilitate community protection and deter criminality. This approach will augment the impact of direct service delivery, mitigating resource pressures and promoting the benefits of partnership working.
4. Note plans to conduct a review of all commercial activity over the next 12 months, with the intention of bringing a commercial strategy for the service to the Executive Member in 2023.

Hampshire

Trading Standards

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HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Countryside, Culture and Communities Select Committee
Date:	7 November 2022
Title:	CCBS (Culture, Communities & Business Services) Recruitment and Retention Update
Report From:	Director of Culture, Communities and Business Services

Contact name: Jo Heath

Tel: 07545735629

Email: Jo.heath@hants.gov.uk

Purpose of this Report

1. The purpose of this report is to update members of the Select Committee on staff recruitment and retention against a background of recent events. The Select Committee requested a report on the impact of the pandemic and Brexit on staffing. As changes to the labour market cannot be directly attributed to the pandemic or Brexit, this report gives an overview of the currently position relating recruitment and retention of staff in the CCBS department. This against a background of the pandemic and Brexit but now, inflation and labour market shortages driven by a range of global events.
2. The focus of this report is on those Services that are under the Select Committee scrutiny namely Libraries, Countryside, Trading Standards, Coroners Service, Archives and Records, Registration and Hampshire Outdoor Centres, in the post pandemic period January to July 2022.
3. The report will highlight the actions that services within CCBS have undertaken to try and improve the recruitment and retention situation and to mitigate the risks to service delivery. Members are reminded that throughout the pandemic Cabinet received regular reports on service position and performance and this report does not seek to duplicate those reports. The regular reporting to Cabinet continues (next report is due on 18 October) to summarise the County Council's continuing recovery activities resulting from the COVID-19 pandemic with an increasing focus on economic recovery.

Recommendation(s)

That the Countryside, Culture and Communities Select Committee:

4. Notes the current situation regarding recruitment and retention of staff in CCBS Services and the impact this is having on staff in post and on service delivery.
5. Supports the programme of activity and measures to improve recruitment and retention for services in the Department.

Executive Summary

6. Over the past year, post Pandemic and Brexit, there have been significant shifts in the labour market that have been felt by services in CCBS. This has had an impact on the wellbeing of staff in post and has affected service delivery. Managers have worked hard to keep this disruption to a minimum and to support staff.
7. Managers have been engaged in illustrating the workforce issues and in finding solutions to encourage greater response to recruitment campaigns working with and supported by HR colleagues.
8. Work has started on a workforce strategy for the department known as the CCBS People Plan. This will consider the whole lifecycle of the employee in the department with an initial focus on recruitment and retention.

Contextual information

9. There have been significant shifts in the labour market nationally since the start of the pandemic in February 2020. These effects are also being felt by Services in the Culture, Community and Business Services department, particularly with regards to recruitment and retention. One of the key indicators of this shift is the number of vacancies that services are struggling to fill.
10. The Office for National Statistics reports that nationally in May to July 2022, the total number of vacancies was 478,800 (60.2%) above the January to March 2020 pre-coronavirus (COVID-19) pandemic level¹. This is across all industries with a record high of vacancies to every 100 employee jobs in most sectors reported earlier this year².

1

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/jobsandvacanciesintheuk/july2022>

2

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/february2022>

11. In May to July the total of 1,274,400 vacancies was slightly down on the all-time high of 1,299,000 in the previous quarter (March to May) and indicated the first fall in vacancies on the quarter since June to August 2020.

12. The reasons for this shift in the labour market are varied and include:

- Surging demand in new sectors (e.g., online retail, delivery drivers) therefore higher availability of low skill work with higher pay.
- Departure of thousands of the country’s EU citizens, exacerbating labour shortages.
- People have turned to new careers whilst on furlough.
- Pandemic burn out and increasing mental health issues – increasing pressures on those remaining in post.
- Shifts in workers interest or appetite for work.
- Greater options to work more flexibly.
- A two year build up during the uncertainty of the pandemic when people were less likely to look for new jobs.

Recruitment and Retention in CCBS

13. The staffing numbers for the Services in CCBS that are for consideration by the Select Committee can be seen in the table below.

	Sum of Perm/Temp Headcount	Sum of Casuals Headcount	Sum of Headcount	Sum of FTE (exc. casuals)
Culture and Information Services	589	100	689	365.9
Archives and Records	20	2	22	16.5
Coroners Service	29	9	38	26.6
Libraries	382	88	470	234.3
Registration Service	131	0	131	63.7
Trading Standards	27	1	28	24.8
Natural Environment and Recreation	315	213	528	277.4
Countryside Service	225	151	376	193.5
Hampshire Outdoor Centres	90	62	152	83.9
Grand Total	904	313	1,217	643.2

14. An exercise at the end of June 2021 asked services to report on roles that were critical to the delivery of services that were proving hard to fill. This is not the sum total of the vacancies but provides an indication of the pressures for these services. It is worth noting that all these services, except for Hampshire Outdoor Centres are responsible for the delivery of

statutory services. The result showed a vacancy rate for critical roles of 18% in Countryside and 16% in Trading Standards.

15. These figures do not illustrate the whole story across the Department. The pressures created by vacancies along with Covid related illness has resulted in the occasional closure of services. For example, since 1st April, libraries have invoked business continuity plans on 9 occasions to either close or cancel planned events/activities due to staff shortages linked to vacancies and staff sickness. This has a significant knock-on effect on the public using those services- if they make a journey to use a library only to find it unexpectedly closed, they may be disinclined to visit again. In addition to the 9 closures, Managers regularly step in to cover shifts to keep buildings open; meaning that they are unable to do their own work unless they extend their working day.
16. There have also been significant impacts on the workload and wellbeing of existing staff. For example, in Hampshire Coroners Service, each Coroner's Officer has a set number of cases assigned to them. The Chief Coroner's guidance for a model coroner's area suggests that this number should be around 24 cases per officer. Although case numbers in Hampshire have been high, they were reducing. However, officers are now holding approximately 94 cases each due, in large part, to the reallocation of cases from officers leaving the service. Not only does this have significant service implications for families of the bereaved, but it also causes significant stress and anxiety for officers who have large and unmanageable workloads.
17. Catering staff at the Country Parks have been in short supply and this led to a reduction in the menus at Queen Elizabeth Country Park (QECP), it has caused delays to the opening of the Cedar Rooms at Royal Victoria Country Park, and increased costs as agency staff were needed. The Parks have done everything they can to keep catering facilities open with only a few closures e.g., café at Manor Farm, kiosk at QECP, where there are other catering outlets available.
18. In January and February this year targeted events were held with the Senior Management Group and Heads of Service within the Department to better understand the recruitment and retention issues. It was clear from these discussions that services across the department were experiencing similar problems in retaining staff and recruiting to vacancies. Managers reported on the negative effect this was having on remaining staff and on their ability to deliver services. The national context of the labour market was discussed along with more specific reasons for the difficulties in recruitment and retaining staff.

19. The key themes relating to recruitment in CCBS were:

- More organisations introducing attractive packages including flexible working, remote working, family friendly schemes. The pandemic has illustrated how work can be undertaken in diverse ways and therefore more organisations realising that they can be more flexible in the same way that the County Council has been for some time.
- There was a feeling that working for the local government is less attractive as national reporting presents an image of further cuts.
- Many roles across the services require staff to be present and therefore live in the county or nearby. The increase in cost of living and housing makes it particularly difficult to attract people to these roles.
- Our job adverts are not generating a satisfactory level of interest and a lengthy recruitment process means that we are struggling to respond quickly to gaps or to get people onboard in a timely manner.

20. The key themes relating to retention in CCBS were:

- Growth of jobs in certain sectors increasing the competition e.g., green jobs.
- HCC (Hampshire County Council) provide good training and development, but progression opportunities are limited so once staff are trained, they go elsewhere.
- Potential to earn more money in low skilled roles elsewhere e.g., catering staff.
- Limited data on reasons for exit to assist with workforce planning.

21. Following this a series of short-term actions were identified and in March 2022 a Heads of Service event was aimed at sharing some of the measures that Service colleagues have employed to improve recruitment, particularly of the critical, hard to fill roles.

22. These immediate actions include:

- Updating role adverts and using social media such as Facebook, Instagram, and Twitter to promote roles. LinkedIn profiles for Services have also been created to reach audiences looking for work.
- Including more information on the employee value proposition and the benefits of working for HCC and using existing staff to assist in explaining these benefits and the role through videos and other media. Video examples such as: [Join the Countryside catering team](#) - the benefits of working for the Countryside catering team [Ranger Diaries](#) - illustrating the role of an access ranger.

- Making the recruitment process more inclusive to broaden the market and attract a greater diversity of applicants. This has meant working with the HCC network chairs to ensure that the branding, imagery, and language are inclusive.
- Reviewing the requirements of the role and the design of the job in order to broaden the pool of applicants by focussing on transferable skills and flexibility.
- Reviewing the role itself and in some cases creating a lower grade role or apprenticeships with a view to growing our own. This also has implications for existing staff and managers who must spend more time inducting and training new recruits and delegating the workload differently.
- Producing a managers guide to recruitment to include inclusive language, hints, and tips on how to structure more engaging job descriptions and adverts, clarity on how to work with recruitment colleagues for best results.
- Improving the collection of information when staff exit the organisation to assist with understanding the factors influencing retention.

23. The issues regarding recruitment and retention are being experienced across all County Council Services. The Corporate Management Team have established a Strategic Workforce Board to respond to the immediate priorities concerning critical hard to fill roles and to work towards the production of a People Strategy. This includes 4 distinct workstreams and will engage with Departments through the HR business partners and directly with senior managers.

24. In addition to implementing the range of short-term actions CCBS is currently in the process of producing a People Plan that will consider the whole employee lifecycle and incorporate inclusion and diversity priorities and employee wellbeing. The initial focus is on recruitment and retention and will present a structured programme of Departmental activity and work that is being led Corporately.

Conclusions

25. Changes in the labour market coupled with Covid related illness and leave is stretching our services and having a detrimental impact on staff wellbeing and service delivery.

26. Actions are being taken at a Service, Departmental and Corporate level to try and mitigate the immediate impacts and plan for greater resilience in our workforce.

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

Hampshire maintains strong and sustainable economic growth and prosperity:	yes
People in Hampshire live safe, healthy, and independent lives:	yes
People in Hampshire enjoy a rich and diverse environment:	yes
People in Hampshire enjoy being part of strong, inclusive communities:	yes

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

Document

Location

None

EQUALITIES IMPACT ASSESSMENT:

1. Equality Duty

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

2. Equalities Impact Assessment:

This report is an information update for the Select Committee.

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HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Countryside, Culture and Communities Select Committee
Date:	7 November 2022
Title:	Work Programme
Report From:	Chief Executive

Contact name: Members Services

Tel: 0370 7792351

Email: members.services@hants.gov.uk

Purpose of this Report

1. To consider the Committee's forthcoming work programme.
2. For reference, site visits proposed for Members of the Committee are appended at Annexe 1.

Recommendation

3. That the Countryside, Culture and Communities Select Committee consider and approve the work programme.

WORK PROGRAMME – COUNTRYSIDE, CULTURE AND COMMUNITIES SELECT COMMITTEE

Issue	Reason for inclusion	7 November 2022	7 December 2022	26 January 2023	20 April 2023
Titchfield Haven National Nature Reserve	Briefing on Proposals	X			
Trading Standards – pre-scrutiny	To pre-scrutinise prior to consideration by the Executive Member	X			
CCBS (Culture, Communities & Business Services) Recruitment and Retention Update	As requested at 17 January 2022 Select Committee	X			
Titchfield Haven National Nature Reserve	To pre-scrutinise prior to consideration by the Executive Member		X		
Further update on Arts Council England Overall Delivery Plan	As requested at 20 September 2021 Select Committee		X		

Issue	Reason for inclusion	7 November 2022	7 December 2022	26 January 2023	20 April 2023
Hampshire Cultural Trust (last update 20 September 2021)	To receive an annual update - to include impact of the Covid pandemic on cultural organisations		X		
Cultural Strategy (last update 20 September 2021)	To receive an annual update		X		
Pre-scrutiny of revenue budget	To pre-scrutinise prior to consideration by the Executive Member			X	
Archives Strategy and Plans for Implementation	To receive an update			X	
Scientific Service and Asbestos Service	To receive an update (timing tbc)				
Income Generation Task and Finish Working Group	To present findings to Select Committee (timing tbc)				

Issue	Reason for inclusion	7 November 2022	7 December 2022	26 January 2023	20 April 2023
Calshot Futures	To pre-scrutinise prior to consideration by the Executive Member (timing tbc)				
Enda Ryan Poppy Pods at Tile Barn – Update on implementation of proposals	To provide the Select Committee with an update on implementation of proposals, as requested at 12 July 2022 Select Committee (timing tbc)				

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

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People in Hampshire live safe, healthy and independent lives:	Yes
People in Hampshire enjoy a rich and diverse environment:	No
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- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

2. Equalities Impact Assessment:

This is a scrutiny review document setting out the work programme of the Committee. It does not therefore make any proposals which will impact on groups with protected characteristics.

3. Climate Change Impact Assessment:

This is a scrutiny review document setting out the work programme of the Committee. It does therefore not make any proposals which will impact on climate change.

Select Committee proposed site visits 2022/23

July

- Registration and Coroners Tour of Castle Hill – took place 12 July
- Ashford Hangers/QECP (bike base)/Butser Hill project and BOATS – took place 26 July

The following visit are still to be confirmed.

- Gosport Discovery Centre, Gosport Museum and Grammar School (HCT) and High Street – date tbc 2023
- Basingstoke Chineham Library and Milestones – date tbc
- County Farm Visit (Spring 2023)

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