

Environmental Health Service Group Annual Report 2015-2016

The London Borough of Hammersmith & Fulham



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Should you have any questions or comments about our services, please contact us;

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1. FOREWORD BY THE DIRECTOR FOR ENVIRONMENTAL HEALTH

This Annual Report is a summary of the work of the Environmental Health Service Group between 1st April 2015 and the 31st March 2016.

This Service Group covers the following areas:

Commercial

- > Food Safety and Infectious Diseases
- > Health and Safety
- > Pest Control

Licensing and Trading Standards

- > Licensing
- > Trading Standards

Residential

- > Environmental Quality
- > Noise and Nuisance
- > Private Housing

The Report includes details about our service aims, objectives, key achievements and performance in 2015/2016 and some of our planned work for 2016/2017.

Environmental Health aims to contribute to the council's mission to deliver the following eight outcomes that reflect what residents tell us matter most, while continuously improving our performance:

- > Economic growth
- > The best start in life for children
- > Resident involvement
- > Decent homes
- > Reducing homelessness
- > Supporting vulnerable adults
- > A safer and healthier place
- > A cleaner, greener, sustainable borough

The Council is going through a period of fundamental change in the way it delivers its business and is committed to protecting front line services to residents and businesses.

We will aim to;

- > Carry out our activities in a way that supports those we regulate to comply and grow
- > Provide simple and straightforward ways to engage with those we regulate and hear their views

- > Protect residents, visitors and workers in the Borough especially those who are vulnerable
- > Base regulatory activities on risk
- > Share information about compliance and risk
- > Ensure clear information, guidance and advice is available to help those we regulate meet their responsibilities to comply
- > Ensure that our approach to regulation is open and transparent.

Much of our work and enforcement activity involves important collaborative working with others. We collect feedback in a variety of ways from our residents and customers and we will continue to seek better ways to engage and use any feedback to improve our services.

We aim to be the best council, working in partnership with schools, health, the police, the Third sector and other key organisations.

We will deliver increased value for money and raise commercial revenue while improving frontline services, discharging statutory duty, and reducing the cost of the council to residents. At the core of our outcomes is the ambition to increase social inclusion in everything we do

Nicholas Austin
Director for Environmental Health

COMMERCIAL SERVICES

1. SERVICE AIMS

- 1.1 Our aim is to protect the health, safety and welfare of people who may be exposed to risks from food or work activities within the Borough, including employees and members of the public. This is done by securing improvements in food handling, the working environment, and through promoting the health of the population.

2. HEALTH AND SAFETY OBJECTIVES

- 2.1 Health and Safety legislation is enforced in premises where the local authority is the enforcing authority. We work closely with the Health and Safety Executive to ensure a joined up approach.
- 2.2 We protect the health, safety and welfare of employees, self-employed and others affected by workplace operations through the investigation of accidents, incidents and complaints, inspections, advice and enforcement.
- 2.3 Enforcement action including the serving of improvement and prohibition notices, seizure/detention of unsafe articles and prosecutions where appropriate.
- 2.4 We are responsible for enforcing the Safety at Sports Grounds Act 1975. A Safety at Sports Grounds Certificate is issued by the Council for the three Borough's football clubs, Queens Park Rangers, Chelsea and Fulham. A minimum of 2 Safety Advisory Group meetings are held every Season for each of the clubs. During the year a minimum of six During Performance Inspections are carried out at each club to ensure public safety is maintained at the events. Additional inspections may be required at short notice where for example the Police have categorized the match as high risk due to the potential misbehavior of fans.

- 2.5 We monitor large public events such as the AEGON Tennis Tournament held at the Queen's Club, where over 50,000 people visit. The Council has secured a contract with World Polo to host an annual polo match at Hurlingham Park. Polo teams from all over the world entertain 30,000 guests over a three-day weekend event. The annual Oxford and Cambridge Boat Race passes through a stretch of the Thames within the Borough, and all of these events and others are monitored for public safety.
- 2.6 We lead on enforcement of the Health Act 2006, which tackles smoking inside commercial premises, to support a Smokefree agenda.

3. FOOD SAFETY OBJECTIVES

- 3.1 To ensure that food is produced and provided safely by food businesses in the Borough and to reduce food borne illnesses and contamination of food. We do this in 1,975 registered food premises.
- 3.2 To protect the consumer by ensuring all food sold, is safe, meets compositional and labeling requirements and is legally imported.
- 3.3 To investigate food poisoning notifications and outbreaks and other infectious diseases.
- 3.4 To monitor exhibitions at Olympia which can attract attendances of over 30,000 people and sees large numbers of temporary caterers and exhibitors who sell or handle food. Westfield at White City is one of the largest retail parks in Europe where there is a 14 screen cinema and approximately 100 restaurants, bars, and cafes.
- 3.5 The Borough is seeing a significant rise in new developments such as the Earls Court site and Old Oak Common. The extension to Westfield is in progress and is expected to be open in 2017 and there will be a large John Lewis store and a further 30 food outlets. The conversion of the BBC site is under development which will house a hotel, spa, restaurants and shops.

4. LICENSING OBJECTIVES

- 4.1 We are responsible for licensing high risk premises and individuals that offer massage and special treatments. These include lasers, manicures, sun beds and high invasive techniques such as tattooing and cosmetic piercing that have the potential for cross contamination from organisms such as Hepatitis B.
- 4.2 We have a Responsible Authority role to respond to license consultations under the Licensing Act 2013. This applies to licensed premises such as public houses, restaurants and off licenses and extends to many events that are held in the Borough.

- 4.3 We inspect premises and issue licences for explosive registrations.
- 4.4 We liaise with the City of London Vets and issue licences relating to Animal Health and welfare.

5. KEY ACHIEVEMENTS

- 5.1 There were 1,975 registered food premises at the end of the financial year and a total of 926 food safety inspections were carried out.
- 5.2 We responded to and dealt with 876 food and health and safety service requests.
- 5.3 We carried out 34 During Performance Inspections, focussed inspections and annual inspections across the three football clubs in the Borough.
- 5.4 We investigated a complex Legionella case involving three Edwardian Mansion blocks, containing 211 flats and affecting 1,500 residents, the majority of whom were elderly.
- 5.5 We sampled 100 food and water items. 15 samples were taken as part of the Food Standards Agency coordinated sampling programme checking for chemical and labelling compliance.
- 5.6 We served 44 Hygiene Improvement Notices, all of which were complied with.
- 5.7 We prosecuted a food business operator who pleaded guilty to a total of eight offences and was fined £30,000 and ordered to pay costs the Council's costs of £4,327.50 and a £120 victim surcharge.
- 5.8 We served 12 Health and Safety at Work Act Improvement Notices and 1 Prohibition Notice which were all complied with.
- 5.9 We issued 366 Massage and Special Treatment premises licences and therapists registrations bringing in income of almost £122,000.
- 5.10 We delivered a National Food Safety Week project promoting food hygiene and food safety to the Borough's residents.
- 5.11 We delivered the Young Chef of the Year competition, an annual event, where under 16s attending the Borough's schools take part in a cooking competition.
- 5.12 We liaised with the organisers of large events that take place in the Borough which include; AEGON Tennis, Polo in the Park, the Boat Race, Fulham 10k run, firework displays in the Borough's parks and events that take place at Olympia.

- 5.13 With Public Health funding we participated in the Healthier Catering Commitments project and awarded a further 15 premises in the Borough the HCC award. This brings the total to 35.
- 5.14 Public Health funding enabled us to recruit a Business Advisor to assist with workplace engagement and participate in the London Healthy Workplace Charter.
- 5.15 We secured a further Food Standards Agency grant to promote the Food Hygiene Rating Scheme.

6. PERFORMANCE

| | 2015-2016 | 2014-2015 | 2013-2014 |
|--|-----------------------|---|-----------|
| Percentage of food businesses that are Broadly Compliant | 86% | 83% | 86% |
| Food Hygiene Inspections | 926 | 980 | 773 |
| Food Standards Inspections | 400 | 433 | 85 |
| Samples taken | 101 | 88 | 142 |
| Food Safety Service requests | 535 | 508 | 426 |
| Health and Safety Inspections (programmed & reactive) | 7 + 109 | 15 | 8 |
| Food Poisoning notifications received | 112 | 94 | 91 |
| Food Hygiene Revisits | 204 | 138 | 175 |
| Health and Safety Revisits | 21 | 21 | 34 |
| Olympia exhibition licence approvals | 115 | 103 | 77 |
| Accidents Received | 80 | 172 | 172 |
| Accidents Investigated | 30 | 30 | 34 |
| Health and Safety Notices served | 13 | 5 | 6 |
| Food Safety Notices Served | 44 | 6 | 23 |
| Massage and Special Treatments Licences Issued | 152 premises licences | 141 premises licences 181 therapists | 358 |

| | | | |
|-------------------------------|---------------------------------------|-----------------|-----------|
| | 214 therapist licenses | licences | |
| Animal Health Licences Issued | 5 | 5 | 5 |
| Explosive Licences Issued | 12 | 12 | 12 |

7. KEY PRIORITIES FOR 2016-2017

- 7.1 Through better engagement with our clients and businesses we will improve the customer experience and embed a process of continuous improvement.
- 7.2 To target interventions that contribute to improving public health.
- 7.3 To target resources at food premises that are high risk and poor performing.
- 7.4 To develop a more efficient and effective Service and capture any potential efficiency or financial savings.

PEST CONTROL

1. SERVICE AIMS

- 1.1 To provide an effective Pest Control Service that treats a wide range of public health pests that helps to prevent the spread of disease including; rats, mice, wasps, cockroaches, bed bugs, fleas and pharaoh ants.

2. PEST CONTROL OBJECTIVES

- 2.1 To meet the Council's legal obligations to reduce pests in the Borough and to keep its land free from pests.
- 2.2 To treat for pest problems in the Council's housing stock. The Team has a Service Level Agreement with Hammersmith's Housing Department.
- 2.3 To increase commercial contracts.
- 2.4 To support the Council's strategic objective to deliver a cleaner greener Borough through effective pest control treatments.
- 2.5 To prevent the spread of disease through offering a chargeable Borough wide service to residents, local businesses and other Council departments.
- 2.6 To offer a free pest identification service to residents.

3. KEY ACHIEVEMENTS

- 3.1 We exceeded our income target.
- 3.2 We continue to treat small contracts with 93 contracts in total.
- 3.3 We increased the number of treatments for domestic contracts to residents.
- 3.4 We held ongoing meetings with Thames Water to improve work carried out in and around the Borough's sewers.
- 3.5 We carried out 187 proactive pest control treatments in the Council's parks and housing estates to help prevent rodent activity.
- 3.6 We continue to work with Amey to treat Council properties for Pest Control.

4. PERFORMANCE

| PEST TREATED | No of Treatments 2015-2016 | No of Treatments 2014-2015 | No of Treatments 2013-2014 |
|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Mice | 2,336 | 2,249 | 2,263 |
| Rats | 580 | 535 | 525 |
| Bed Bugs | 379 | 378 | 377 |
| Cockroaches | 231 | 261 | 256 |
| Fleas and Moths | 79 | 74 | 44 |
| Pharaoh Ants | 142 | 198 | 164 |
| Wasps | 69 | 79 | 93 |
| Total | 3816 | 3774 | 3768 |

| TEAM PERFORMANCE | 2015-2016 | 2014-2015 | 2013-2014 |
|--|------------------|------------------|------------------|
| Total number of Treatments/visits | 4328 | 4,222 | 3,985 |
| Total number of Small Contract Visits | 724 | 736 | 656 |
| Number of Visits to Hammersmith Homes | 1980 | 1,942 | 1,818 |
| Number of Domestic Visits to Residents | 1434 | 1,415 | 1,336 |
| Public Health interventions in the Borough and parks | 187 | 190 | 253 |
| Total Income | £241,316 | £225,979 | £206,707 |
| Income from Services carried out for Residents | £59,544 | £64,500 | £57,548 |
| Income from Large Contracts | £142,809 | £134,000 | £124,711 |
| Income from Small Contracts | £38,963 | £27,000 | £27,736 |

5. KEY PRIORITIES FOR 2016-2017

- 5.1 Through better engagement with our clients and businesses we will improve the customer experience and embed a process of continuous improvement.
- 5.2 To work towards providing a Service that is cost neutral.
- 5.3 To support some non-income generating public health activities in the Borough.
- 5.4 To continue to review and stream line procedures.
- 5.5 To explore ways to continually improve services and ensure that customer engagement establishes whether the quality of our services to businesses and residents is fit for purpose.

ENVIRONMENTAL QUALITY TEAM

1. SERVICE AIMS

- 1.1 To protect public health and the wider environment by regulating and addressing land, air and water quality issues.
- 1.2 To carry out air quality monitoring and invest in work to improve public health.
- 1.3 To tackle fuel poverty to improve public health and the efficient use of fuel.
- 1.4 To carry out contaminated land assessment work to improve public health.
- 1.5 To carry out pollution permitting to improve public health.
- 1.6 To protect public health by ensuring safe private drinking water supplies.

2. ENVIRONMENTAL QUALITY OBJECTIVES

- 2.1 To tackle poor air quality through our Air Quality Action Plan.
- 2.2 To progress actions that minimise fuel poverty.
- 2.3 To address contaminated land through the planning process and through our Contaminated Land Strategy.
- 2.4 To permit and regulate air pollution producing industries.
- 2.5 To ensure private water supplies are safe.

3. KEY ACHIEVEMENTS

- 3.1 We continue to encourage the reduction of fuel poverty within the Borough to improve resident's health, comfort and housing conditions. This is achieved through working in partnership with the third sector, health and social services to identify vulnerable residents and to offer them income maximisation, advice to help them switch tariffs and manage their fuel bills and, where appropriate, grants to install, repair or improve heating systems and insulation.
- 3.2 We are one year into a Public Health Funded Fuel Poverty/Healthier Homes Project. This is a two year project that will make referral pathways for vulnerable residents in the Borough with other relevant services such as GPs, Hospital Discharge and 3rd party providers like Citizens Advice.
- 3.3 We have participated in a Public Health Funded Air Quality Project which makes referral pathways via clinicians and provides vital information to vulnerable residents in the Borough with heart and lung disease.
- 3.4 We have actively monitored NOx and particulates and produced a progress report on the Council's Air Quality Action Plan which has been approved by DEFRA.
- 3.5 We have progressed the Mayor's Air Quality funded projects in the Borough to tackle poor air quality including the greening of Talgarth Road between Shoreditch and Butterwick and the use of a dust suppressant spray at and around the waste transfer stations off of Scrubs Lane.
- 3.6 We have secured funding through the second round of the Mayor's Air Quality Fund for a number of projects including a pan-London anti-idling campaign.
- 3.7 We have responded to all planning consultations and commented on air quality and contaminated land.
- 3.8 We have carried out 100% of Environmental permitting regulation inspections at dry cleaners, petrol stations, etc. and provided a Statutory Return to DEFRA.
- 3.9 We have responded to all requests for Environmental search reports.
- 3.10 We have validated and issued 100% of applications received for permitting processes.

4. PERFORMANCE

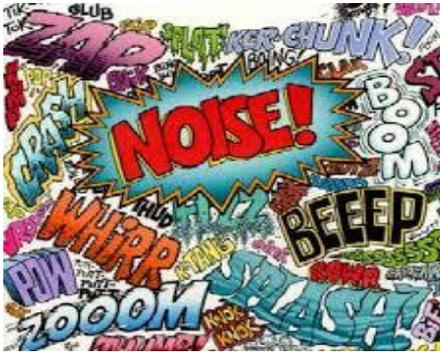
| | 2015-2016 | 2014 - 2015 |
|---|-----------|-------------|
| Planning Consultations (Total) | 1755 | 1855 |
| Pre-application | 123 | 229 |
| Full/Outline/Screening/Scoping | 1387 | 1408 |
| Details to satisfy conditions | 245 | 218 |
| Environmental Searches | 122 | 117 |
| Permitted Processes | 59 | 62 |
| Demolition Notices | 21 | 36 |
| Healthier Homes: Households given advice | 217 | N/A |
| Healthier Homes: Energy and heat saving solutions provided | 199 | N/A |
| Healthier Homes: Enforcement against landlords | 5 | N/A |

5. KEY PRIORITIES FOR 2016-2017

- 5.1 To actively monitor NOx and particulates across the Borough.
- 5.2 To work with Public Health to implement long term, sustainable actions to improve air quality, water quality, fuel poverty and contaminated land issues.
- 5.3 To work with the Resident lead Air Quality Commission and update the Air Quality Action Plan.
- 5.4 To progress the Mayor's Air Quality Fund projects to improve air quality.
- 5.5 To continue with fuel poverty work to enable officers and external organisations to work together to provide advice and support to vulnerable residents to minimise the impact of fuel poverty.
- 5.6 Through better engagement with our clients and businesses we will improve the customer experience and embed a process of continuous improvement.
- 5.7 To respond to 100% of planning consultations within the legal timeframes commenting on air quality and contaminated land.
- 5.8 To complete 100% of Environmental Permitting Regulation inspections at dry cleaners, petrol stations etc and submit a Statutory Return to DEFRA.
- 5.9 To respond to requests for environmental searches within 10 working days.

- 5.10 To validate and issue 100% of applications for permitting within the legal timeframes.
- 5.11 Explore ways to continually improve our services and ensure that customer engagement establishes whether the quality of our services to businesses and residents is fit for purpose.

NOISE AND NUISANCE



1. SERVICE AIMS

- 1.1 To protect residents from disturbance so that they can enjoy living in their homes. Dealing with a range of noise and nuisance complaints from building sites, parties, house alarms, car alarms, neighbor noise, air conditioning units and smells from commercial premises.

2. NOISE AND NUISANCE OBJECTIVES

- 2.1 To visit complainants within two hours during the day, within 60 minutes out of hours and to call all complainants within 30 minutes of their initial contact with the Service.
- 2.2 To analyse the history and trends of service requests and undertake work to reduce the number of complaints.

3. KEY ACHIEVEMENTS

- 3.1 57% of complainants received during the day had a call back within 30 minutes.
- 3.2 71% of complaints received during the day were visited within 2 hours.
- 3.3 78% of complaints received out of hours were visited within 1 hour.
- 3.4 We have further integrated the shared service, by having officers responsible for zones across the two boroughs. This allows for better understanding and consistency across the Service.
- 3.5 The Service moved to a non-seasonal rota, to ensure a consistent service throughout the year.

4. PERFORMANCE

| | 2015-2016 | 2014-2015 | 2013-2014 |
|---|-----------|-----------|-----------|
| Number of Nuisance Calls During Office Hours | 2543 | 2229 | 3070 |
| Number of Non-nuisance Service Requests During Office Hours | 2082 | 2190 | N/A |
| Number of Nuisance Calls Out of Hours | 4163 | 3527 | 4897 |
| Number of Calls Combined | 8788 | 7946 | 7967 |
| Number of Construction Complaints | 935 | 1045 | 1228 |
| Number of Section 80 Notices | 102 | 370 | 147 |
| Number of Section 60 Notices | 484 | 481 | 398 |
| Number of Planning Applications Received | 1540 | 1637 | 1046 |
| Number of Licensing Applications Received | 477 | 634 | 71 |

5. PRIORITIES FOR 2016-2017

- 5.1 A more proactive enforcement regime.
- 5.2 To improve the response times from the previous year.
- 5.3 All construction sites to be served with a Section 60 Control of Pollution Act Notice to allow residents reasonable enjoyment of their property.
- 5.4 To use preventative measures to control the impact of construction sites e.g. with regard to hours of work, plant and machinery and methods of working.
- 5.5 To continue to provide Planning with recommended conditions to minimize the impact of noise and other disruption to neighboring residents.

PRIVATE HOUSING



1. SERVICE AIM

- 1.1 To improve public health by raising and maintaining good housing standards in the private rented sector and to protect vulnerable tenants.

2. PRIVATE HOUSING OBJECTIVES

- 2.1 To improve housing conditions in the private rented sector by focusing on high risk properties and through targeted and intelligence led interventions.
- 2.2 To Identify and regulate Houses in Multiple Occupation (HMO) that require licensing.
- 2.3 To target poor performing landlords.
- 2.4 To increase the supply of affordable housing by reducing long term vacant properties and to bring them back into use.
- 2.5 To reduce the need for temporary accommodation through enforcement and grant aided works.

3. KEY ACHIEVEMENTS

- 3.1 We have licensed mandatory HMOs and set conditions to protect residents from fire, excess cold, damp and overcrowding.
- 3.2 We have increased our enforcement to address the rise in housing hazards and to improve standards in the private rented sector.
- 3.3 We have targeted our resources at high risk cases focusing on fire safety, inadequate heating, damp, mould and falls.
- 3.4 We have successfully prosecuted landlords for failure to licence HMOs and to comply with HMO Management regulations. In all cases the Council were awarded full costs and landlords were appropriately fined.
- 3.5 We successfully won a grant of £91,000 to tackle rogue landlords; we have proactively inspected over 500 properties.
- 3.6 We have added two additional enforcement officers to the Team to tackle poor standards.
- 3.7 We have reviewed how we risk assess complaints and improvements are being considered which will lead to a better use of our resources.
- 3.8 We have continued to work with our colleagues to address fuel poverty, hoarding and poor housing conditions for vulnerable residents including the elderly and young children.
- 3.9 We continue to share best practice with West London local authorities around enforcement and working with landlords.

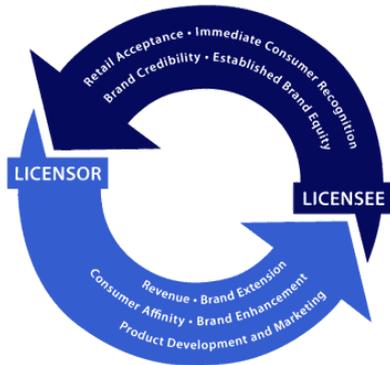
4. PERFORMANCE

| | 2015-2016 | 2014-2015 | 2013-2014 |
|---|-----------|-----------|-----------|
| Number of Housing Complaints | 835 | 903 | 618 |
| Number of Properties Licensed | 23 | n/a | 43 |
| Number of Enforcement Notices Served (including management letter) | 234 | 94 | 108 |
| Number of Cases Where Works Were Undertaken in the Default of the Owner | 1 | 4 | 11 |
| Number of Prosecutions | 2 | 3 | 1 |
| Number of Long Term Empty Properties Brought Back into Use | 9 | 13 | 22 |

5. KEY PRIORITIES FOR 2016-2017

- 5.1 To carry out public Consultation on improving the private rented sector through the potential introduction of non-mandatory licensing, revised HMO standards and a landlord's charter.
- 5.2 To target interventions that contributes to improving public health.
- 5.3 To target resources towards high risk HMOs and poor performing landlords.
- 5.4 To continuously improve our Service to landlords and residents.
- 5.5 To improve service user experience through officer engagement and other media such as the website.
- 5.6 To make full use of legislation to secure improvements.
- 5.7 To target our interventions and projects to address the following hazards; fire, damp, mould, excess cold, falls and entry by intruders.
- 5.8 To continue to review and update information available to landlords.
- 5.9 To issue HMO licences within our target response time.
- 5.10 To inspect 40 high risk HMOs to ensure the property is free from high risk Category 1 hazards.
- 5.11 Continue to return vacant private sector dwellings back into occupation through successful interventions.

LICENSING



1. SERVICE AIMS

- 1.1 To discharge our function as a Licensing Authority under the Licensing Act 2003 by promoting the four licensing objectives and using the full range of enforcement options/sanctions to increase the level of compliance within licensed premises across the Borough.
- 1.2 To issue and enforce other types of miscellaneous licences required under statute.
- 1.3 To use complaints, crime and other data to develop an accurate picture of key licensing issues across the Borough using tactical plans to address problems.
- 1.4 To empower key partners/stakeholders to use the powers available to them under the Licensing Act 2003 and associated legislation.
- 1.5 To work in partnership to reduce the negative effect of alcohol on public health, within the Borough.

2. LICENSING TEAM OBJECTIVES

- 2.1 To process licensing applications and provide an excellent service.
- 2.2 To reduce the likelihood of crime on licensed premises.
- 2.3 To adopt a systematic approach to identify problems and issues in licensed premises and improve intelligence through accurate information gathering.
- 2.4 To increase clarity amongst members of the community about the different functions of Responsible Authorities.

- 2.5 To use legislation and readily available, up-to-date guidance to ensure that we have knowledgeable and skilled officers working in accordance with best practice.
- 2.6 To use early interventions for minor offences to help bring about positive outcomes for the community by promoting the four licensing objectives.
- 2.7 To target those licensed premises that choose to breach their licence conditions and fail to uphold the licensing objectives.
- 2.8 Ensuring that all licensing fees due are collected within the relevant timescales.

3. KEY ACHIEVEMENTS

- 3.1 On 1st April 2016 there were 869 Premises Licenses and 14 Club Premises Certificates. There were 141 premises licensed for Massage and Special Treatment and 187 registered therapists.
- 3.2 In 2015/2016 the Team dealt with 495 temporary event notices, 284 personal licences and 525 premises licence applications and notifications.
- 3.3. In 2015/16 21 licences were suspended and 13 remain suspended. 3 of these premises are no longer operating and the remaining 10 will be monitored.
- 3.4 We implemented a licensing pre-application advice service to support local businesses.

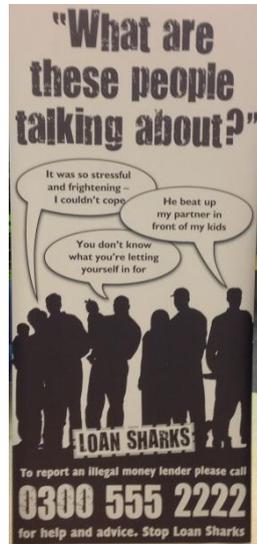
4. PERFORMANCE

| | 2015-2016 | 2014 -2015 |
|--|-----------|------------|
| 76% of New Licence Applications were Completed within Agreed Service Standards | 62 | 57 |
| 89% of Variations for a Licence/Club Premise Certificate were Completed | 32 | 26 |
| 100% of Minor Variation Applications were completed on time | 27 | 29 |
| 100% of Transfers and Interim Authorities were Completed on Time | 82 | 70 |
| Number of Licence Reviews | 2 | 6 |
| Number of Notification of Change of Name and/or Address | 154 | 98 |
| 98% of Personal Licence Applications were Completed on Time | 222 | 205 |
| % of High Risk Premises Inspected | 97% | 98% |

5. KEY PRIORITIES FOR 2016-2017

- 5.1 Through better engagement with our clients and businesses we will improve the customer experience and embed a process of continuous improvement.
- 5.2 To carry out functions as required under the Licensing Act 2003 and manage the processing of applications for premises licences.
- 5.3 To carry out functions under the Gambling Act 2005 and manage the processing of applications for premises licences.
- 5.4 To carry out inspections at all high risk premises every 12 months and new premises identified and risk rated.
- 5.5 To check licence conditions and to investigate any complaints.
- 5.6 To risk rate all gambling premises and inspect all those rated as high risk.
- 5.7 To carry out an initiative to identify illegal gaming machines.
- 5.8 To identify operators who have not paid their Licensing Act 2003 annual fee by the due date and take the appropriate action.
- 5.9 To conduct six multi agency inspections with agency partners, i.e. Police, Gambling Commission, Security Industry Authority, Customs, Immigration, Trading Standards, and Environmental Health. The Multi Agency Operations will be for; late night inspections, underage alcohol sales, licence conditions check and gambling premises inspections.
- 5.10 To carry out a minimum of two test purchases on premises suspected of sales of alcohol outside their permitted hours.
- 5.11 Partnership working with Public Health, the Substance Misuse Team and the Offender Care Team to facilitate A&E data sharing.
- 5.12 To develop an effective on-line licence application system.
- 5.13 To increase partnership working with the Metropolitan Police and attend crime and disorder Partnership Meetings, as required.
- 5.14 To review the Council's Statement of Licensing Policy. This involves a 12 week consultation period with the licensed trade, residents and other interested parties. The Statement of Licensing Policy 2016 – 2021 will be put before the Full Council.
- 5.15 To explore ways to continually improve our services and ensure that customer engagement establishes whether the quality of our services to businesses and residents is fit for purpose.

TRADING STANDARDS



1. SERVICE AIMS

- 1.1 To help local businesses to thrive (prosperity) and to ensure that consumer and business interests are safeguarded (protection).

2. TRADING STANDARDS TEAM OBJECTIVES

- 2.1 To promote the Borough as a good place to do business.
- 2.2 To achieve compliant businesses, using 'Better Regulation' principles to reduce the burden on businesses.
- 2.3 To use a range of sanctions to tackle non-compliant businesses.
- 2.4 To provide consumer advice in partnership with Citizens Advice Consumer Helpline and business advice with key stakeholders and partners.
- 2.5 To protect children from harm through the enforcement of underage sales of age restricted goods.
- 2.6 To protect the elderly and vulnerable from unscrupulous traders.
- 2.7 To contribute towards public health through alcohol, product safety and tobacco control work activities.
- 2.8 To tackle rogue traders, and those selling fake and unsafe goods.
- 2.9 To provide an excellent service.

3. KEY ACHIEVEMENTS

- 3.1 We participated in National Consumer Week, the annual consumer education and awareness event organised by the Chartered Trading Standards Institute. The theme was “Know your New Rights”. Officers provided advice and information to raise awareness on the new Consumer Rights Act which came into force on 1st October 2015, and to raise awareness about the redress schemes for Letting Agency and Property Management work to support local tenants.
- 3.2 We participated in National Scams Month, an annual consumer campaign which aims to stop people being rushed into hasty decisions by scammers and to end victims being hushed into silence by a sense of shame, foolhardiness, or weary acceptance. Officer made contact with residents who had been a victim of Mass Marketing Scams. This is an on-going commitment to intervene where residents have been identified as victims of scams by providing advice and directing residents to available support to stop them sending money to fraudsters.
- 3.3 We continue to work with our partners to share intelligence on rogue businesses, and illegal money lenders and raise awareness on consumer rights within our communities. Our partners include the Metropolitan Police, HMRC, National Illegal Money Lending Team, Citizens Advice, Credit Union, Community Safety, Age UK, the Licensing Team, Housing and other Council departments.
- 3.4 Trading Standards sits on the Safeguarding Adults Executive Board to work collaboratively with colleagues in Adult Social Care, Public Health, the Police, the London Fire Brigade and other organisations represented on the board to address the issue of financial exploitation of vulnerable adults. Work has been done to raise awareness in this area and to improve the sharing of information about those residents who may be at risk.
- 3.5 We carried out compliance checks on Challenge 21/25 schemes in licensed premises using 18 to 20 year old volunteers. 60% of the businesses visited failed to comply with their age verification policies. These businesses have been notified of the sales.
- 3.6 We carry out enforcement of illegal street trading where counterfeit goods are sold near Chelsea football stadium on match days. This has resulted in a reduction in the amount of illegal goods being sold.
- 3.7 In 2015/16, we started 32 investigations and completed 26 with the remainder still being investigated. The concluded investigations resulted in either a formal warning, Simple Caution, licence review, voluntary licence variation to add/amend conditions, monetary penalty notice or successful legal proceedings. The investigations related to:
 - ✓ Possession of illegal tobacco;
 - ✓ Underage sales of age restricted products;
 - ✓ Supply of counterfeit goods;
 - ✓ Supply of unsafe consumer goods;

- ✓ Possession of non-duty paid alcohol;
 - ✓ Non-membership of a recognised property redress scheme;
 - ✓ Sale of vehicles with false odometer readings.
 - ✓ Misdescribed goods and services;
 - ✓ Fraud act offences.
- 3.8 Over 1,500 non-compliant items were seized ranging from non-duty paid tobacco, incorrectly labelled tobacco, counterfeit football shirts, and unsafe electrical goods.
- 3.9 A total of £18,155 was awarded in fines, costs and victim surcharges, with one 18 months imprisonment for falsifying the odometer on vehicles and conspiracy to defraud.
- 3.10 Two letting agents were identified as not having signed up to be a member of a recognised redress scheme, as required by law. Both premises have been sent a Notice of Intent and officers are currently liaising with both businesses.
- 3.11 We prosecuted a local market trader who was found to be selling counterfeit goods and pleaded guilty to seven charges. He was ordered to pay a fine, victim surcharge and full prosecution costs totalling £3,935.
- 3.12 We concluded a three-year investigation following complaints from the public where two rogue car salesmen were found guilty of selling “clocked” second hand cars by reducing the mileage. They were given 18 months sentences and admitted conspiracy to defraud and to further money laundering charges. They advertised on Auto trader and Gumtree and used false names and telephone numbers to hide their identities and the cars were sold with false MOTS and service histories, and in some cases, the mileage had been reduced by as much as 100,000 miles.
- 3.13 We used “Wagtail” dogs who can identify concealed tobacco and found a local retailer in possession of 101 packets of cigarettes and rolling tobacco located in a tank above the toilet at the rear of the shop. None of the tobacco products contained the prescribed health warnings. This investigation resulted in legal proceedings and a Court fine with full prosecution costs and a victim surcharge were recovered. The total fines and costs were £4,440.
- 3.14 A local letting agency was found to be advertising properties for rent that were not under their control. This investigation was raised by a landlord and during the investigation, we discovered two further properties. The Company admitted four charges of unfair trading, and were ordered to pay £8,800 in fines and costs.
- 3.15 We participated in 10 national and local partnership days including Operation Liberal, and Operation Bing Wing. The work was conducted in partnership with the Licensing Team, Community Safety, the Metropolitan Police, Police Cadets, HMRC, Trade Mark representatives and other experts. The activities included:
- ✓ Visits to off licences checking for non-duty paid alcohol (tax avoidance), counterfeit alcohol, counterfeit/illegal tobacco and shisha;

- ✓ Underage test purchasing of alcohol, tobacco, knives, and fireworks;
 - ✓ Visits at the local markets checking for counterfeit and unsafe goods;
 - ✓ Door to door visits to hotspot areas giving advice to residents on doorstep crime and bogus callers.
- 3.16 We launched the “Real Deal” campaign at North End Road market which seeks to support market traders by providing advice and information to help improve the standards and safety of products being sold and to ensure that all traders are operating on a level playing field.
- 3.17 We participated in a London-wide clampdown on illicit skin lightening products, and a number of shops were raided to remove harmful products containing Mercury and Hydroquinone, which are banned from skin lightening cosmetics. They have been found to cause damage to the liver and can increase the risk of skin cancer. Mercury can severely affect organs such as the kidney, liver and the brain. 539 products were seized from four businesses in the Borough. Following this operation, further investigations and tests are ongoing.
- 3.18 We led a London-wide project on Second Hand Electrical products funded by the Department of Business, Innovation and Skills. Visits were conducted with an electrical safety expert, and a total of 64 second hand electrical goods retailers were visited across 15 London authorities. Three retailers were based in the Borough and two of them were found to have non-compliant second hand electrical goods. The safety issues identified included; incorrect plugs, which did not fit the gauge and two pin plugs, which did not comply with the British safety standard. Across the 15 authorities, 117 items were tested, and 20 were found to be non-compliant and unsafe.
- 3.19 We attended the Pan London Illegal Tobacco Steering Group and the West/North West London Illegal Tobacco Network to work collaboratively with other London Boroughs to tackle the sale and supply of illegal tobacco.
- 3.20 We received funding from Public Health to conduct an illegal tobacco survey in seven identified hotspot locations in the Borough. This survey has been conducted in many London Boroughs (in South East London and the North East/Central regions) to improve intelligence about where and how illegal tobacco is supplied. The survey results will enable follow up work to be carried out to reduce the affordability and availability of illegal tobacco products in the Borough and is linked to the following priorities outlined in the Tackling Tobacco and Smoking 2015-2025 Strategic Plan and the 2015-2025 Public Health Strategy.
- ✓ Reducing smoking – reducing potential tobacco health harm.
 - ✓ Making tobacco less affordable.
 - ✓ Effective regulation of tobacco products.
 - ✓ Effective communications for tobacco control.
- 3.21 We participated in Operation Henry 2, which is a national coordinated project funded by the Department of Health. Officers carried out spot checks at eight shops in the Borough with the assistance of specialised tobacco detecting sniffer dogs. Three premises were found to have illegal tobacco, which

resulted in the seizure of cigarettes, shisha, and rolling tobacco which were either counterfeit, had inadequate or incorrect warning labels that did not comply with the law or had been smuggled to avoid paying tax duty. The seized tobacco had a retail value of approximately £1,000.

- 3.22 We participated in one of the largest pan-London raids at a warehouse where more than 20,000 potentially unsafe and fake electrical goods such as laptop chargers, adapters, Christmas lights, PC tablets, sat navs, and other electrical products were seized. The raid was part of a national project funded by National Trading Standards aimed at combating the sale of dangerous imports being sold in the UK, many of which do not meet stringent EU safety standards. 22 trading standards officers from a host of London local authorities as well as the Metropolitan Police, Her Majesty's Revenue & Customs (HMRC) and immigration departments participated in the raid. More than 30 pallets of potentially dangerous products, which had been imported from China and other countries outside of the European Union, were seized. The directors of the Company are now subject to a criminal investigation.
- 3.23 We have secured funding to provide a Data Quality Service to London Trading Standards, which involves conducting audit and monitoring data placed on the Trading Standards National Intelligence Database in London. The data is used for gathering intelligence and investigation purposes.
- 3.24 Our staff have retained their Trading Standards Practitioner status by satisfying the criteria for their Continuous Personal Professional Development (CPPD).

4. PERFORMANCE

| | 2014-2015 | 2015-2016 |
|---|-----------|-----------|
| Number of Referrals Received for Action via the Citizen Advice Consumer Helpline | 364 | 432 |
| Number of Notifications Received for Information via the Citizen Advice Consumer Helpline | 2298 | 1670 |
| Number of Service Requests Received directly from a Business in the Borough | 30 | 60 |
| Number of Service Requests Received in connection with Home Authority and/or Primary Authority Businesses | 49 | 9 |
| % 1st Responses made within Agreed Service Standards | 99% | 98% |
| Number of Licensing Act 2003 Applications Received for Consultation | 70 | 47 |
| Number of Criminal Investigations Started | 37 | 32 |
| Number of Criminal investigations Completed | 2 | 26 |
| Number of Warning Letters | 6 | 9 |
| Number of Investigations Resulting in a Simple Caution | 7 | 11 |

| | | |
|---|-------------|-------------|
| Number of Investigations Pending Legal Proceedings | 3 | 2 |
| Number of Investigations Resulting in Prosecution | 4 | 4 |
| Number of Investigations Resulting in a Licensing Review or Voluntary Variation to add/amend Conditions | 2 | 4 |
| % High Risk Premises Visited | 100% | 100% |
| Number of Tobacco Related Visits | 10 | 33 |
| Number of Underage Sales attempts for Alcohol, Knives and Tobacco, and Challenge 21/25 | 103 | 80 |
| Number of Joint Action Partnership Days | 14 | 10 |
| Number of Chelsea Match day Enforcement Visits | 10 | 5 |

5. KEY PRIORITIES FOR 2016-2017

Preventative

- 5.1 Through better engagement with our clients and businesses, we will improve the customer experience and embed a process of continuous improvement.
- 5.2 We will deal with all service requests and referrals from Citizens Advice Consumer Helpline in accordance with the Team's service standards.
- 5.3 We will attend a minimum of three resident events aimed at raising awareness of current consumer issues. Provide education to residents on the types of crimes that are being carried out. Where concerns have been identified, we will look at what safeguarding measures can be put in place in partnership with internal teams and external agencies
- 5.4 We will work with colleagues in Citizens Advice to promote National Consumer Week, which aims to raise consumer awareness about Consumer Protection issues.
- 5.5 We will attend a minimum of two events to provide business advice and education, to help local businesses to comply with their legal obligations and create a level playing field.
- 5.6 We will maintain Primary Authority relationships with local businesses by providing robust and reliable regulatory advice, to support business growth. All Primary Authority companies will be visited at least twice per year.
- 5.7 We will carry out Scams Awareness work to raise awareness and identify vulnerable groups in conjunction with partner agencies.
- 5.8 We will participate in Operation Liberal (National Event) in partnership with the Police to target rogue traders and doorstep crime incidents.
- 5.9 We will improve the use of intelligence from both internal and external sources to enable officers to focus on commercial activities that pose the highest risk and cause the largest detriment to consumers and businesses.

Enforcement

- 5.10 We will promote and audit the Real Deal initiative at local markets to check the level of compliance in relation to unsafe and counterfeit goods.
- 5.11 We will carry out a minimum of 80 underage sales visits and address any non-compliance.
- 5.12 We will carry out a minimum of 20 tobacco related visits to ensure compliance with legislation covering the sale of tobacco including e-cigarettes, tobacco displays, tobacco labeling and tobacco advertising.
- 5.13 We will aim to detect and disrupt sales of illegal and counterfeit tobacco.
- 5.14 We will inspect 100% of all high-risk premises.
- 5.15 We will identify and address non-compliant and unfair business practices in the lettings sector. This will include requirements in relation to; Energy Performance Certification; Lettings Agency Redress Scheme; Estate Agency Redress Scheme and Letting Agents display of fees.
- 5.16 We will review all incoming service requests to identify any potential financial investigations under the Proceeds of Crime Act.
- 5.17 We will carry out two product safety projects, to protect consumers from harm, which may include participation in regional and sub-regional product safety projects.
- 5.18 We will continue enforcement to combat illegal street trading and the selling of counterfeit goods at Chelsea football fixtures.

Service Improvement and Sustainability

- 5.19 We will use the media and other communication channels to raise awareness about the work of the Service and provide improved information for residents and businesses.
- 5.20 We will maintain the website information and update it as necessary.
- 5.21 We will maintain competency and Continuous Personal Professional Development (CPPD) to achieve/maintain Trading Standards Practitioner (TSP) status.
- 5.22 We will explore ways to continually improve our services and ensure that customer engagement establishes whether the quality of our services to businesses and residents is fit for purpose.
- 5.23 We will continue to fulfil contractual arrangements with London Trading Standards by monitoring the quality of enforcement data in London, which is used for gathering intelligence and investigation purposes.