

LTS Week – media coverage

Date	Media type	Name of publication /organisation	Link/info	Press enquiry – but did not result in any coverage
Knives/Corrosive Substances/Sales of Age Restricted Products				
25/09/2017	Newspaper	Daily Telegraph	http://www.telegraph.co.uk/news/2017/09/25/children-young-13-sold-knives-shopkeepers-met-trading-standards/	
25/09/2017	Newspaper	The Metro	https://www.google.co.uk/amp/s/www.metro.news/knives-sold-to-children-of-12-as-deaths-soar/757617/amp/	
25/09/17	Radio	LBC	LTS spokesperson did a pre-recorded interview	
25/09/2017	TV			Channel 4 documentary – provided them with information for their research
25/09/2017	Newspaper	The Standard	https://www.standard.co.uk/news/london/children-as-young-as-13-being-sold-knives-and-meat-cleavers-a3642611.html	
04/10/2017	Radio	BBC Radio London	LTS spokesperson interviewed by Vanessa Feltz about government's plans to control 'acid' sales http://www.bbc.co.uk/programmes/p05g5jd9 (about 10 mins in)	
Lettings				
26/09/2017	Property industry news (online)	Lettings Today	https://www.lettingagenttoday.co.uk/breaking-news/2017/9/trading-standards-to-visit-letting-agents-today-as-new-clampdown-begins	
26/09/2017	Industry website	Property Industry Eye	http://www.propertyindustryeye.com/huge-operation-to-crack-down-on-letting-agents-across-london-today/	
26/09/2017	Industry advice website	Best Advice	http://bestadvice.co.uk/london-trading-standards-tackles-rogue-letting-agents/	
26/09/2017	Landlord support website	Property Tribes	https://www.propertytribes.com/trading-standards-crack-down-on-rogue-agents-t-127631175.html	
26/09/2017	Property licencing advice	London Property Licensing	http://www.londonpropertylicensing.co.uk/london-trading-standards-organise-day-action-target-rogue-letting-agents	
26/09/17	Industry website	Property Wire	https://www.propertywire.com/news/uk/crackdown-rogue-lettings-agents-london-underway/	

APPENDIX 5

25/09/17	Mortgage and protection advice website	Mortgage Solutions	http://www.mortgagesolutions.co.uk/news/2017/09/25/london-trading-standards-cracks-rogue-letting-agents/	
26/09/17	Industry advice website	Property Reporter	http://www.propertyreporter.co.uk/property/london-trading-standards-cracks-down-on-rogue-letting-agents.html	
07/10/2017	Radio	BBC Radio Ulster – On Your Behalf	LTS spokesperson interviewed by Linda McAuley about lettings	
Scams/Doorstep Crime				
25/09/2017	Newspaper			The Mirror – received a press enquiry
Product safety				
25/09/2017		Kantar media	Added to their forward planner	Poppy Kirby-Green Editorial Assistant (Planning), Reputation Intelligence
LOCAL PUBLICITY				
29/09/2017	Website	Getwestlondon	http://www.getwestlondon.co.uk/news/west-london-news/acid-attacks-trading-standards-offers-13692720	

FACEBOOK <https://www.facebook.com/LondonTradingStandards/>

APPENDIX 5

INFORMATION SENT BY LONDON TRADING STANDARDS REGARDING LOCAL LONDON PUBLICITY		
Headline	Publication	Reach
Illegal sales	Ilford Recorder	6206
Teenagers still able to buy knives	East London Enquirer	60000
Teenagers still able to buy knives	Thurrock Enquirer	23478
Teenagers still able to buy knives	Essex Enquirer	50000
Trading Standards tackle underage knife sales	Southwark London Borough Council (Web)	34596
Shops sell knives to teens in sting	LondonNewsOnline.co.uk (Web)	6792
Rogue traders: raising the standard	Haringey London Borough Council (Web)	1870
Probe Reveals: Dangerous Knives Illegally Sold To Youngsters	Hamodia Jewish Newspaper	10450
The Chiswick Herald	The Chiswick Herald (Web)	133
London Trading Standards Week in Camden	Camden London Borough Council (Web)	24494
Southwark Trading Standards tackle underage knife sales in disturbing experiment	The London Bulletin (Web)	2028
Switching on to safer electrics	Croydon London Borough Council (Web)	11725
Islington's new "Scambassador" signs up to highlight dangers of scams	The London Bulletin (Web)	2028
Islington's new "Scambassador" signs up to highlight dangers of scams	Islington London Borough Council (Web)	810
Offering support to Croydon's small businesses	Croydon London Borough Council (Web)	11725
Knives 'sold to children of 12' as deaths soar	Metro (North West)	105073
Test knife purchases kickstart week of action	Hackney Today	91665
Turning the heat up on cold callers during London Trading Standards Week	Camden London Borough Council (Web)	24494
Trading Standards to visit letting agents today as new clampdown begins	Letting Agent Today (Web)	23456
Huge operation to crack down on letting agents across London under way today	Property Industry Eye (Web)	37147
London Trading Standards tackles rogue letting agents	Best Advice.net (Web)	6853
Crackdown on rogue lettings agents in London underway	Property Wire (Web)	10903
Trading Standards crack-down on rogue agents	Property Tribes (Web)	12278
London Trading Standards cracks down on rogue letting agents	Property Reporter (Web)	6056
London Trading Standards cracks down on rogue letting agents	mortgagesolutions (Web)	6101
First day of London Trading Standards Week highlights illegal sale of knives	Sutton Council (Web)	9298
Children as young as 13 being sold knives and meat cleavers in London	Yahoo! UK and Ireland (Web)	1030766
Enfield backs London Trading Standards Week	Enfield Council (Web)	7373

