

Oxfordshire Trading Standards Service and Performance Plan 2005/06

**Incorporating the Food Law Enforcement Service Plan
for the Food Standards Agency
and the
Community Trading Standards Service Delivery Plan
for the Department of Trade and Industry**

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(Reference throughout this plan to “NPF” and “FSA” relate to the criteria set out in the National Performance Framework and Food Standards Agency framework for Trading Standards Services).



Introduction by the Head of Service

Throughout 2004/05 Oxfordshire's Trading Standards Service demonstrated its value to the County's businesses and consumers. Some of our successes included:

- Advice and assistance helped to recover £1,000's for consumers and rapid response intervention prevented a number of vulnerable residents from becoming victims of doorstep con-men.
- Through national media coverage we highlighted the inadequacies of sun cream products and the legislation controlling their sale.
- An undercover blitz on off-licences reduced the level of illegal sales of alcohol to children
- A prolonged campaign saw the quality of the County's school meals start to improve and encouraged children and their schools to take more interest in the nutritional value of their food.

The next twelve months will see further opportunities to build on these successes and to again demonstrate a very real impact on local communities and a contribution to other agendas:

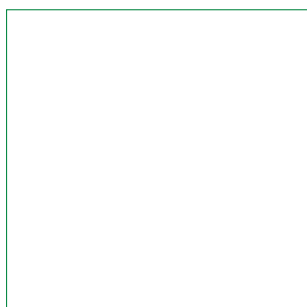
- Working with Learning & Culture and Social & Healthcare services to provide basic consumer skills and advice to children leaving care
- Contributing to the Learning & Culture Youth IT programme for disaffected young people through promotion of resources such as "Talking Shop".
- Addressing the priorities of the Crime and Disorder Partnerships by continuing to tackle illegal sales of alcohol to children.
- Developing solutions to overcome areas of food poverty.

This year will also bring a number of significant challenges for the Service:

- A new regional partnership to provide support and collaboration involving all 19 local authorities across the South East.
- The inclusion for the first time of Trading Standards within the County Council's Comprehensive Performance Assessment.
- The beginnings of a new central Government agency dedicated to the coordination and leadership of Trading Standards following the Hampton review (as announced in the Budget Statement, March 2005).
- The introduction of a new Consumer Strategy by the DTI and with it a new legislative framework, contracted service delivery and a push for closer collaboration between local authorities.

But for the first time in a long time the financial provision for the Trading Standards Service is likely to present the greatest challenge. Budgetary constraints and efficiency savings can only be met for 2005/06 by reducing staffing costs and as a consequence we may not always be able to take advantage of opportunities to engage on wider initiatives nor maintain previous levels of performance - but we will try.

Nigel Strick.



Service Aims, Community and Corporate Objectives

(NPF 2.1, 2.2, 2.3, 3.3)(FSA 1.1, 1.2)

Statement of Purpose / Services Provided:

Oxfordshire Trading Standards Service is responsible for the enforcement of a wide range of legislation controlling the advertising, marketing, distribution and supply of goods and services throughout the manufacturing, importation, distribution and service delivery chain. Its remit covers civil, criminal and contract law and includes food standards, product safety, trade descriptions, consumer credit, animal health and welfare, weights and measures, trade mark protection, electronic commerce and unfair trading practices.

The aim of the Service is "to promote and maintain fair-trading to protect consumers and enable reputable businesses to thrive".

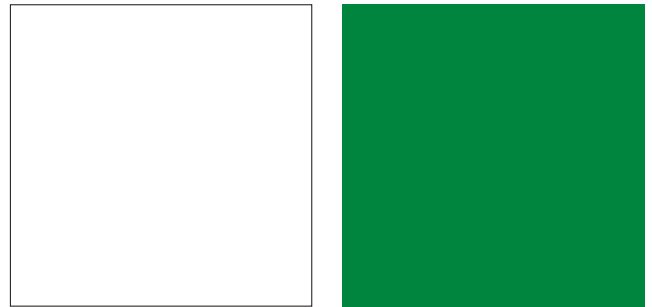
Customers / Service Users

Trading Standards provides behind-the-scenes protection for each and every one of Oxfordshire's more than 600,000 residents, for its visitors and tourists. The Service provides consumer advice and assistance directly to around 12,000 members of the public each year and inspects and advises over 2,000 businesses.

Link to Oxfordshire Plan and Directorate Plan

The Service works in close partnership with a range of agencies and organisations and has adopted policies and strategies that link effective consumer protection and regulation to competition and enterprise through

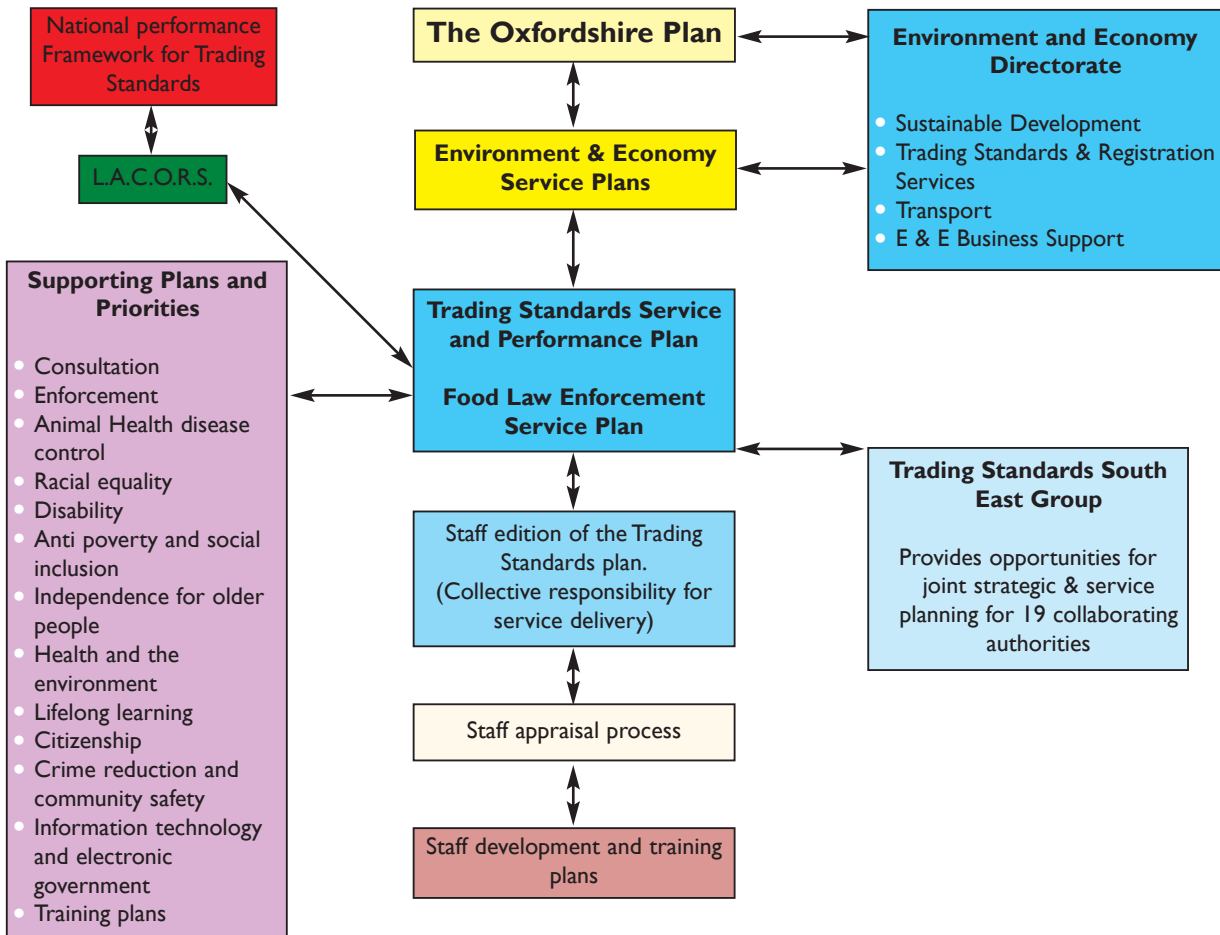
- Promoting fair trading in support of the economic, social and environmental well being of local communities;
- Creating confident consumers through education and advice;
- Supporting honest businesses through information and advice on the law and appraisal of quality systems; and
- Targeting enforcement at rogue traders and anti-competitive practices.



The Trading Standards Service and Performance Plan includes the Food Law Enforcement Service Plan and receives elected member approval annually. These combined plans set out in detail the work of the Trading Standards Service and show how it supports and complements the Environment and Economy Directorate Plan and the County Council's Best Value Performance Plan (known as the Oxfordshire Plan). Appendix 2 to this combined plan sets out the key actions for 2005/06 onwards and demonstrates how they support the five strategic objectives of the County Council, namely: -

- Helping people to fulfil their potential;
- Protecting our environment;
- Safeguarding our communities;
- Sustaining prosperity;
- Raising our Performance.

This structure chart shows how the Service links with other corporate plans and priorities and cross boundary regional working for improving the environmental, economic and social well being of the community.





Priorities for 2005/06

Experience has shown that in many business sectors the trading practices, working practices and standards of customer service will deteriorate if Trading Standards officers do not maintain at least minimum levels of surveillance. Many local businesses have also come to rely upon regular inspection visits for their source of legal update and advice. But it is not possible to monitor every trade sector in great detail and nor is possible to give the same emphasis to each of the areas of responsibility that fall to the Trading Standards Service. So for 2005/06 priority will be given:

- Improve public safety in the home and on the roads. ['Safeguarding our Communities']
- Provide an effective contribution to the reduction of crime and disorder. ['Safeguarding our Communities']
- Safeguard food standards and improve access to healthy, affordable food. ['Safeguarding our Communities', 'Helping People to Fulfil their Potential']
- Improve compliance with Trading Standards laws. ['Sustaining Prosperity']
- Improve the effectiveness and efficiency of the Trading Standards Service. ['Raising our Performance']

In support of the third of these priorities (safeguarding food standards and improving access to healthy, affordable food) the Service will concentrate its efforts in 2005/06 on the following aspects:

- **Tackling food poverty** - the inability to afford or have reasonable access to food that provides a healthy diet. In 2003/04 Trading Standards began survey work to assess the extent of the problem in Oxfordshire. This survey work will be completed and will be complimented by testing and analysis of the contents of typical 'shopping baskets' to provide value-for-money and nutritional content comparisons. Solutions to remedy areas of food poverty will be developed. ['Safeguarding our Communities']



- **Encouraging a healthier diet.** Inspection and testing of school meals has shown the quality and compliance with Government guidelines to vary enormously across Oxfordshire. Trading Standards will work with school meal providers and other agencies to improve the quality and nutritional content of school meals and to encourage healthier eating habits amongst Oxfordshire school children. [Safeguarding our Communities & Helping People to Fulfil Their Potential]
- **Improving food standards and choice for children at catering establishments** - Restaurants, take-aways and other catering outlets nowadays account for a large proportion of consumer spend on food. Trading Standards will focus its inspection, investigation, sampling and testing activities to examine the quality and health implications of foods offered specifically for children. [Safeguarding our Communities]
- **Addressing the concerns of our communities.** Different groups within Oxfordshire will have different concerns about the food they eat. 'New Mothers', for instance may worry about the gluten content of baby foods. Certain religious communities may have anxieties about animal species in the meat products they eat. Trading Standards Community Development Officers will work with these communities and groups so as to direct sampling and testing activities at those foods causing concern. [Safeguarding our Communities]
- **Helping to sustain local businesses.** Trading Standards will help to promote local food within Oxfordshire and will provide advice and assistance to local food businesses and farmers to help them comply with food standards legislation. [Sustaining our Prosperity]
- **Safeguarding food standards.** Inspection, investigation, sampling and testing activities throughout the food chain to protect consumers and ensure statutory standards of quality and composition are in place for foods and animal feed stuffs. Such standards apply from "plough to plate" to enable consumers to make informed choices and to enable food businesses to compete on a level playing field. [Sustaining our Prosperity & Safeguarding our Communities]

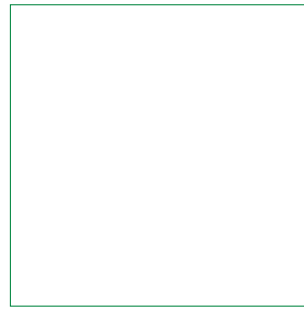


Planning for the Future

Although this Service and Performance Plan addresses the priorities and key actions for 2005/06 many activities will be undertaken in preparation for future changes and challenges.

For example:

- A rolling programme of Trainee Trading Standards Officers to overcome the recruitment difficulties here in Oxfordshire and to protect the Service against the national shortage of Trading Standards Officers.
- Making best use of the direct funding from DEFRA for Animal Health and Welfare activities and from DTI for Regional Coordination activities while planning for any change in funding arrangements.
- Ensuring that the potential contributions of the Trading Standards Service to Oxfordshire's Children and Young People's Plan are properly recognised and accepted in due course.
- Developing new regional liaison and collaboration arrangements through the Trading Standards South East regional group so as to build on the successes of the former "Crossing the Boundaries" partnership.
- Contributing to the Oxfordshire Community Partnership "Understanding Oxfordshire" project so that potential contributions by the Trading Standards Service are reflected in any relevant major strategies.



Work	Health	Housing
Percentage of people aged 16-74: <ul style="list-style-type: none"> • Employed 66.4% • Unemployed 1.8% • Student 10.1% • Retired 11.4% • Looking after home/family 5.6% • Permanently sick/disabled 2.5% • Other 2.2% 	People with limiting long-term illness 13.4% People whose health is good 73.9% People whose health is fairly good 20.0% People whose health is not good 6.1%	Households with residents 241,218 Owner occupied 70.6% Rented from Council/hsing assoc 14.4% Rented from other 15.0%
Education	Ethnic Groups	Lone Parents
Percentage of people aged 16-74 with: <ul style="list-style-type: none"> • No Qualifications 21.2% • Degree or higher 27.7% 	White 95.1% Mixed race 1.2% Asian or Asian British 1.7% Balck or black British 0.8% Other ethnic group 1.1%	Lone parent households with dependent children 11,365 4.7%

Source: Office of National Statistics www.statistics.gov.uk/census2001

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Scope of the Service

The Service is responsible for the enforcement of a wide range of consumer legislation controlling the advertising, marketing, production, distribution and supply of goods and services throughout the manufacturing, importation, distribution and service delivery chain.

In terms of food enforcement this plan reflects the enforcement programme for food standards (including materials and articles in contact with food), animal feeding-stuffs and on farm medicine records legislation. District councils have responsibility for food hygiene and some health and safety enforcement. Liaison and referral arrangements are in place with the districts to ensure good co-ordination, exchange of information and referrals on relevant matters.

Services delivered alongside food standards as part of a comprehensive approach cover: -

- weights and measures;
- product safety;
- trade descriptions and trade marks;
- unfair contract terms and unfair trading practices;
- consumer advice and assistance;
- animal health and welfare;
- price marking and price comparisons;
- supply of age restricted products.

All enforcement services are provided in-house and supported by external expertise when necessary.



Demands on the Service

(NPF 2.4, 8.1, 9.1, 9.2, 10, 11.1)(FSA 2.4)

Profile of the County

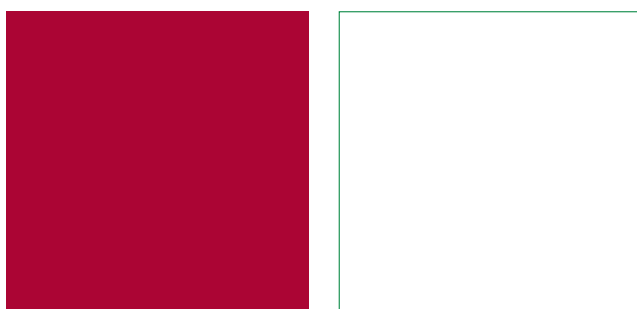
Oxfordshire has one of the lowest levels of unemployment for any county with many jobs based in agriculture, service industries, research and development and high-tech industries, particularly the electronics industry. The agricultural economy is important to the County and, despite generally low unemployment, poverty in some rural areas continues to be an issue.

The estimated yearly spend on food alone in Oxfordshire is £616 Million - that equates to almost £12 million per week (based on the Expenditure and Food Survey of 2002/03).

There is a typical spread of businesses for a shire county ranging from small self-employed sole traders to large multi-national food manufacturers. The profile of businesses within the Authority is outlined below: -

Total number of businesses	20,000
Total number of food premises	3,900
Number of food premises that are manufacturers/packers/importers	130
Number of registered feeding-stuffs premises	250
Number of livestock holders	1,750
Number of livestock holders required to keep animal movements records	1,700*

* Other 50 livestock keepers do not contribute to the food chain



Profile of Businesses

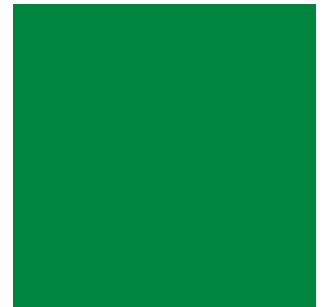
A revised national risk assessment scheme was introduced in 2004/05 with the intention that similar businesses will be inspected or tested with the same frequency wherever the business is located in the UK. It is expected that inspections will be carried out at 100% of High Risk premises; 50% of Medium Risk premises and 20% of Low Risk premises.

The following table illustrates the number of businesses liable to inspection in Oxfordshire.

Risk Category	Number of Businesses 2005/06
High Risk Businesses	146
Medium Risk Businesses	5,122
Low Risk Businesses	4,085
(of which...)	
High Risk Food Businesses	124
Medium Risk Food Businesses	2,8388
Low Risk Food Businesses.	946

Without a substantial increase in resources the Service will not be able to carry out comprehensive inspections at 100% of High Risk, 50% of Medium Risk and 20% of Low Risk businesses. The Service will, however, continue to prioritise inspections and will aim to inspect 100% of High Risk and 35% of Medium Risk businesses during the year.

The numerical inspection target for 2005/06 is 1950 (including 1150 comprehensive food inspections).



Service Delivery

(NPF 7.1, 12, 13, 14) (FSA 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9)

Access to the Service

The Service employs 50 staff and is based in County Hall, Oxford. Telephone advice to consumers and businesses is available five days per week from 0830 to 1700 hrs. The telephone system was upgraded in March 2005 to provide improved access and voicemail facilities for all callers. Whilst only one low-cost telephone number is published, 0845 051 0845, direct-line numbers for named officers are provided to Oxfordshire based businesses requiring advice on a regular basis (Home Authority assistance). The Service also has a mobile phone text message facility for consumer advice.

Trading Standards is located on the ground floor of County Hall so there is easy access for personal callers. The Service's Internet site www.oxonts.org.uk is available 'round the clock' to provide interactive advice and information on all Trading Standards services. All operational staff are provided with remote computer access and mobile telephones enabling services to be provided from any location, including client's premises. The continuous development of the Service's Internet site and remote flexible working arrangements maximises service efficiency through the use of information technology. Weekend duties and cover for special events is provided on a rota system.

The Service has a balanced approach towards law enforcement. We promote the "Home Authority Principle" which is supported by local authorities throughout the U.K. This means we place special emphasis on the legality of goods and services originating in Oxfordshire, thus helping businesses meet legal obligations without unnecessary expense. We adhere to good enforcement practice and are signed up to the enforcement concordat agreed between local and central government. Our **enforcement policy** has been agreed by elected members and is available on request. It reflects the principles of the enforcement concordat and recognises that most businesses and traders want to comply with the law. However if



stronger action is necessary, investigations are undertaken in accordance with legal requirements and Home Office guidelines. Before instituting legal proceedings the County Council applies the Code for Crown Prosecutors to ensure decisions about prosecutions are made in a fair and consistent manner

Joint and Partnership Arrangements.

Oxfordshire Trading Standards provides a metrology laboratory service for Oxfordshire and three other local authorities. Other partnership arrangements are identified in the key activities shown at Appendix 2 to this plan. The Service's Community Development Team also engages in partnership working to promote national and local priorities.

Oxfordshire also has close links with CABx, consumer groups and other community organisations. Trading Standards is the lead organisation for the Oxfordshire Consumer Support Network and has been awarded the Community Legal Service Quality Mark for general help advice. Liaison arrangements exist with the police and other council services on community safety and crime and disorder strategies. The Service works closely with the Department of the Environment, Food and Rural affairs (DEFRA) and the National Farmers Union on animal health & welfare issues. Other arrangements exist with anti-counterfeiting groups, the Office of Fair Trading and Customs & Excise. The Service has regular dialogue with local councils and business organisations such as the Ethnic Minority Business Service, Chambers of Commerce and Trade and the Federation of Small Businesses. The provision of business support is being developed with Business Link for Oxfordshire, Buckinghamshire and Milton Keynes.

Co-ordination of activities is achieved at local, regional, national and European level through the Local Authorities Co-ordinators of Regulatory Services (LACORS). Liaison groups operate at regional level. Oxfordshire is a member of the Trading Standards South East Group, with effect from 4 April 2005. This is a newly constituted partnership of 19 local authorities. Oxfordshire is also a member of the Midland Shires Benchmarking Club. This is a group of 10 shire authorities that shares best practice and facilitates continuous improvement.

Food enforcement liaison exists with the five district councils and other relevant Oxfordshire organisations.



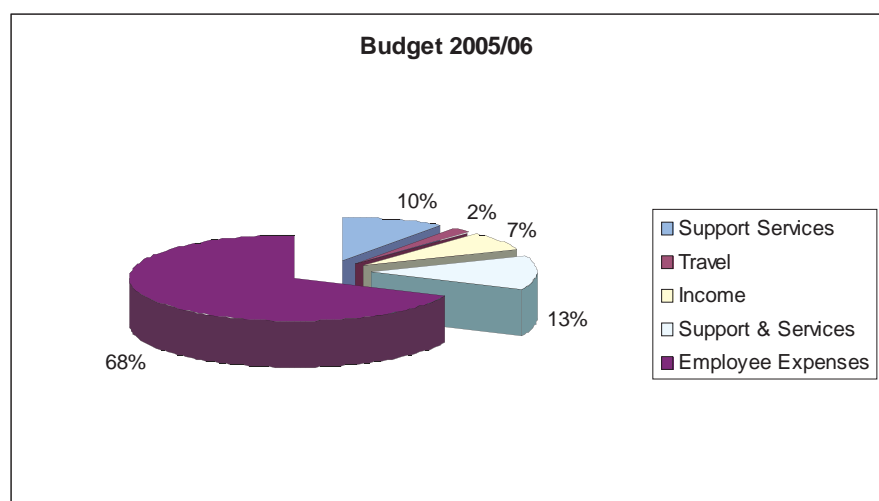
Resources

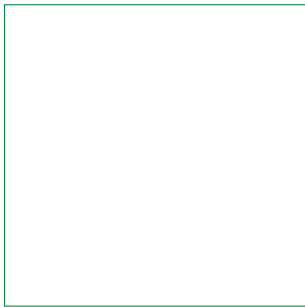
(NPF 5, 6) (FSA 4.1, 4.2, 4.3)

Finance

Expenditure in 2004/05 is estimated to have been just £3.32 per head of population (less than 7 pence per person per week) and is expected to have been below the average expenditure of most County Trading Standards Services. The cost of the Service for 2005/06 is expected to remain at around this level.

	2003/04	2004/05 Budget	2004/05 Latest Estimates	2005/06 Budget
Gross expenditure	£1,907,493	£1,992,800	£2,048,929	£2,134,000
Income	£119,543	£46,700	£103,541	£150,000
Net expenditure	£1,787,950	£1,946,100	£1,945,388	£1,984,000





The overall budget is also devolved for specific areas of sampling and testing of goods and services. For 2005/06 the following budgets have been set aside for these purposes:

Purpose	Budget 2004/05	Budget 2005/06
Food	£40,800	£42,000
Livestock Feeding Stuffs and Fertilizers.	£13,400	£13,700
Non Food	£30,600	£30,800



Staffing Allocation

The Service employs 50 staff and is based on the ground floor of County Hall.

Staff within the Service are divided into four groups:

- **Community Development** is a team of six staff who provide education and information via talks, leaflets, our web site and the media. They liaise with community groups and arrange representation at exhibitions and shows and are instrumental in various community initiatives including Junior Citizen, Consumer Challenge Quiz, Young Consumers of the Year Competition, Best School Dinners competition, etc.
- **Community Safety** has eighteen staff dealing with enforcement of all legislation at retail level. A consumer advice and assistance service is provided by one team and a smaller unit has also now been established to tackle rogue traders and problem businesses.
- **Business Community** also has eighteen staff and deals with enforcement of all legislation applicable to manufacturers and importers of goods. This group also includes two specialist teams; one dealing with the enforcement of Road Traffic Act overloaded goods vehicle provisions and the other with all aspects of animal health and welfare legislation.
- **Legal & Support Services** has six staff and deals with the processing of criminal prosecutions and other formal action against offenders and provides administrative support for all staff in the Service.

Trading Standards currently employs eighteen officers who hold the statutory Trading Standards qualification, and has 1.6(fte) vacant Trading Standards Officer posts (17.22 fte + 1 vacancy). A total of 14 staff (13.22 fte) are qualified to enforce the Food Safety Act in relation to high risk businesses. Members of staff are encouraged to work across teams and in other areas so as to enhance their skills and understanding of the Service.



Staff Development Plan

Members of staff have an annual appraisal and a quarterly review meeting where training and development are regularly discussed. Training needs are fed into the annual training and development plan and courses are sourced through a range of training bodies. A mixture of formal courses, short courses and in-house training is undertaken and a review of training undertaken ensures that the right courses are chosen for the right situation. A programme of qualification training is delivered in respect of the statutory qualifications: Diploma in Trading Standards and Diploma in Consumer Affairs and a similar programme is adopted to ensure that all officers engaged in Food Standards enforcement complete their mandatory 10 hours of "Continual Professional Development" each year.

All suitably qualified staff are authorised officers for the purposes of enforcing the provisions of the Food Safety Act and are trained in the full range of trading standards legislation. Authorisation of Food Law Enforcement Officers is controlled and audited under the Service's Quality Management System.

Oxfordshire's Trading Standards Service has benefited in recent years from being able to train locally based students through to fully qualified Trading Standards Officers. The Service currently has one Trainee Trading Standards Officer and a further position will be offered in 2005/06. This is essential to limiting recruitment and retention difficulties experienced in the Trading Standards Service throughout the region.



Quality Assessment.

(NPF 16.1(c)) (FSA 5.1)

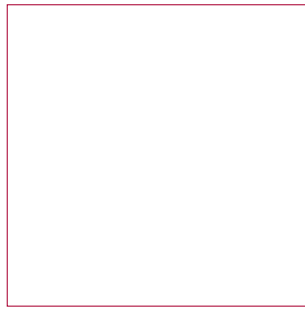
Assessment and Self-Assessment.

The Senior Management Team reviews progress regularly and customer focussed service standards are continually monitored. The Service is a registered ISO9001: 2000 organisation incorporating a robust internal audit schedule to monitor compliance and a documented complaints procedure to deal with complaints about the Service. All Trading Standards Officers are qualified lead auditors. The Service has also been awarded the Charter Mark for excellence in public service four times running, has Investors in People Status (recently as part of the County Council), been awarded the Community Legal Service Quality Mark for the provision of general help advice and is the lead organisation for the Consumer Support Network in Oxfordshire. The principles of the European Foundation for Quality Management model (EFQM) are also applied to assess strengths and areas for improvement. Cross service auditing with other local authorities on various aspects of the Service is also undertaken to facilitate the process to improve and ensure best value.

Oxfordshire piloted the DTI "Peer Assessment Scheme for Local Authority Trading Standards Services" in 2004/05 and produced an action plan to further improve service delivery. Based upon the principles of the EFQM Excellence Model this is expected to replace many of the government department inspections of local authority Trading Standards services.

Performance Indicators.

The Service is subject to one government best value performance indicator (BVPI 166), which is an assessment against a checklist of best practice. It is the government's intention to move away from this checklist towards wider performance measures over the next year or two. Once the National Performance Framework for Trading Standards has been further refined it is likely that Trading Standards will in future contribute to its authority's Continuous Performance



Assessment result. Other local indicators and good practice guides are being used to benchmark services within the Midland Shires Benchmarking Club. Results of this benchmarking are used to drive continuous improvement and share best practice.



Review.

(NPF 15, 16.1, 16.2, 16.3) (FSA 6.1, 6.2, 6.3)

Review of Performance.

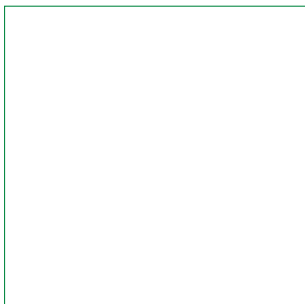
Performance in Oxfordshire has been measured against the 2004/05 Service and Performance Plan, including key actions; customer focussed service standards and a set of other performance indicators. Monthly and quarterly monitoring of performance identifies any potential areas of failing activity allowing corrective or preventive management action to be taken. Any external factors that may have a severe impact on the Service, such as an animal health and welfare disease outbreak or significant staff shortages are reported to the County Council Executive Member for Community Safety to agree changes to service delivery.

In 2004/05 the Service did not quite perform to the level anticipated in 3 areas:

- Rogue Trader Unit - due to staff shortages. This is being addressed for 2005/06 by a redistribution of personnel into the unit.
- Inspections of livestock holdings. Management action has been taken to address this issue and the same planned inspections target is in place in 2005/06.
- Comprehensive inspections of trade premises (other than food premises). The target figure is the same in 2005/06 as in 2004/05 and is achievable provided there are no significant staff shortages or other external factors.

Performance results for 2004/05 included with this plan are reported to the Department of Trade and Industry, Food Standards Agency, Department for Environment, Food and Rural Affairs and the Office of Fair Trading on an annual basis. This information is also made available to our customers and on the Internet.

Trends in complaints and enquiries received from consumers and consultation results have been analysed to influence priorities and key



actions for 2005/06. Satisfaction with users of the Service remains extremely high and in 2005/06 it is also planned to consult non-users of the Service.

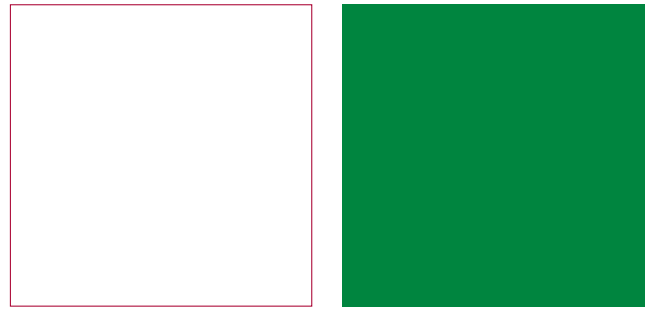
Our Achievements

We accomplished 26 of our 30 key aims planned for last year. We have for example:

- Retained the Charter Mark award for excellence in public service.
- Encouraged an improvement programme for school meals provision in Oxfordshire, in association with Oxfordshire County Council's School Meals Service.
- Provided education to over 6000 older primary school children on consumer safety issues.
- Organised the County heats of the Consumer Challenge Quiz for children with moderate learning difficulties and encouraged 4 local secondary schools to participate in the national Young Consumer of the Year Competition.
- Provided essential advice and information for new parents on nutrition, food, toy and product safety.
- Determined through surveys the percentage of retailers prepared to sell age-restricted products to under age persons and reduced such sales of alcohol to less than 25%. Provided guidance packs to over 350 off-licence premises.
- Improved the response to and actions arising from complaints and enquiries concerning rogue and problem traders.
- Check-weighed 300 goods vehicles for overloading and commenced checks on breaches of road weight restrictions.
- Carried out over 700 tests on consumers' electric blankets and found over 30% were unsafe to use.
- Completed a co-ordinated programme of product sampling, testing and analysis with appropriate follow-up action where necessary.
- Undertook inspection, sampling and analysis projects to establish an accurate position regarding food poverty in Oxfordshire.



- Completed a programme of trade sector "audits", including Internet sites, for compliance with trading standards laws.
- Developed links with other community development officers in Oxfordshire.
- Raised awareness of legislative inadequacies for sun cream products through national press and media coverage from the Trading Standards Institute annual conference in Manchester.
- Acted as a training provider to Consumer Support Network partners and other appropriate consumer advice providers in Oxfordshire.



APPENDIX 1: Priority Action Plans

Brief supporting plans to address the top priorities for the Service in 2005/06.

APPENDIX 2: Key Actions and Activities.

(NPF 3.1)

A list of the key actions and activities planned for 2005/06. (The staff version of this plan will include the names of those responsible for ensuring their success/completion, etc).

APPENDIX 3: Service Standards

A list of the published service standards.

Appendix 1

Service priority 1

To improve public safety in the home and on the roads

Rationale: Among the County Council's five strategic objectives are "Safeguarding our Communities" and "Protecting our Environment". The Department of Trade and Industry too has set out national aims for Trading Standards services and these include maintaining a "fair and safe trading environment".

Efforts by the Service to improve public safety will also contribute to other local and national ambitions, such as the reduction of road traffic casualties and the reduction of accidents in the home.

Action	Responsibility	Target Date
To complete a programme of sampling and/or safety testing of consumer products (including electric blankets, items used in the kitchen, personal protective equipment and children's products)	Brian Yendole (Assistant Head of Service)	31/03/06
To undertake roadside checks of goods vehicles for detecting overloading and/or breaches of road weight restrictions. (In particular in response to concerns and complaints from local communities).	Richard Wightman (Principal Trading Standards Officer)	31/03/06
To complete a programme of education activities aimed at increasing consumer safety awareness (including firework poster campaign, "Kill U Car" display, "Junior Citizen" training)	Ian Marriott (Group Manager, Community Development)	31/03/06

Measures of Success:

A reduction in reported accidents in the home in Oxfordshire may demonstrate a successful contribution by the Service (Possible use of the Home Accident Surveillance statistics).

Fewer overloaded goods vehicles detected and fewer reported complaints concerning HGV traffic would demonstrate a positive effect.

Contact Officer: Nigel Strick

Position: Head of Service

Telephone: 01865 815601

Email: nigel.strick@oxfordshire.gov.uk

Service priority 2

To provide an effective contribution to the reduction of crime and disorder

Rationale: Although crime levels are relatively low in Oxfordshire, the fear of crime remains the major concern amongst residents across the County. Antisocial behaviour (particularly by the young) and doorstep crimes regularly feature as community fears and concerns.

Under the Crime and Disorder Act the County Council has a responsibility to work in partnership to reduce crime and disorder. New strategies for 2005 reflect local issues and concerns including drug and alcohol abuse, alcohol related violent crime and burglary. Trading Standards can make a real contribution to these issues.

Working with our Safer Communities Unit and in partnership with other responsible parties such as Thames Valley Police, we will contribute where possible to crime and disorder reduction strategies.

Action	Responsibility	Target Date
Undertake a campaign concerning age restricted products by providing a hotline to the Trading Standards Service/working with the media/enhancing intelligence gathering and partnerships/educating retailers and children	Richard Webb (Group Manager Community Safety)	30/03/06
Continue to provide an immediate response and intervention to reports of doorstep con men, enhance this service by providing victim support and aftercare. Implement a service level agreement with Thames Valley Police and work to reduce vulnerability by educating vulnerable people.	Richard Webb (Group Manager Community Safety)	30/03/06
Provide support for District Crime and Disorder Groups	Richard Webb (Group Manger Community Safety)	30/03/06

Measures of Success:

Although reliant upon Police crime statistics a reduction in the number of reported doorstep crimes would demonstrate real success.

If the planned interventions are successful it may be reflected in the district Crime and Disorder surveys showing a reduced fear of crime in the home.

A direct indicator will be the number and results of doorstep interventions, the number of businesses that improve their trading practices after intervention (i.e. fewer consumer complaints received about them), the number of criminal cases brought, Enterprise Act undertakings sought, civil actions taken etc. against rogue businesses.

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Service priority 3

To safeguard food standards and improve access to healthy, affordable food

Rationale: More than £600 Million is spent each year in Oxfordshire on food and the responsibility for ensuring that consumers are protected from sub-standard, mis-described or unsafe food falls to the County Council's Trading Standards Service.

Nationally, poor diet is responsible for nearly a third of life years lost in disability and death, mainly from heart disease, cancer and diabetes - inequalities in diet are a major factor in inequalities in health. Furthermore, one in five parents and one in ten children in England regularly go hungry because they do not have enough money for food. Trading Standards is well placed to obtain information to advise parents and guardians of the health aspects of foods aimed at children and to contribute to the spreading of best practice in respect of healthy eating in Oxfordshire schools.

Action	Responsibility	Target Date
Complete a programme of risk-assessed advisory and enforcement inspections of food businesses	Brian Yendole (Assistant Head of Service)	31/03/06
Complete a programme of sampling and testing of food products (including nutritional claims and values, community-suggested projects and allergens in food).	Brian Yendole (Assistant Head of Service)	31/03/06
To develop and help to deliver solutions to overcome areas of food poverty in Oxfordshire.	Phil Owen (Principal Trading Standards Officer)	31/03/06
Complete a programme of inspections, sampling and testing of foods aimed at children.	Emily James (Principal Trading Standards Officer)	31/03/06

Measures of Success:

100% of High risk food businesses are inspected, relevant advice given and enforcement action taken. Educated consumers having access to quality foods would reduce the incidence of food poverty areas across Oxfordshire

Although not easily measurable, actions taken to identify and tackle misleading food claims, and improved parental attitude to providing healthier food for children leading to long-term improvement in diet would represent real successes.

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Service priority 4
To improve compliance with Trading Standards laws

Rationale: : The Trading Standards Service will support the County Council's strategic objective of "Sustaining Prosperity" by seeking to ensure that local businesses do not suffer as a result of unfair or unlawful competition. Through a range of enforcement and advice activities the Service will also contribute to the aims of the Department of Trade and Industry, in particular in creating "Informed, Successful businesses".

Action	Responsibility	Target Date
Complete a programme of risk-assessed inspections, follow-up visits, advisory visits and alternative enforcement actions in respect of Oxfordshire business.	Brian Yendole (Assistant Head of Service)	31/3/06
Deploy any and all enforcement actions to improve the trading practices of the most problematic businesses in Oxfordshire	Richard Webb (Group Manager, Community Safety)	31/3/06
To provide prompt, high quality legal advice to businesses (including targeted mail shots on identified issues).	Brian Yendole (Assistant Head of Service)	31/3/06

Measures of Success:

Results of survey of local businesses (in accordance with national performance indicator) show high levels of satisfaction with Trading Standards Service.

Fewer complaints/enquiries about Oxfordshire businesses are received from other local authority Trading Standards services.

A direct indicator will be the number of businesses that improve their trading practices after intervention (fewer consumer complaints, technical breaches rectified, etc).

An increase in the number of requests for advice received from Oxfordshire businesses would indicate a wider knowledge of the Trading Standards Service and the support it can provide.

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Service priority 5

To improve the effectiveness and efficiency of the Trading Standards Service

Rationale: : The Trading Standards Service underwent a peer review during 2004/05 as part of the national scheme introduced by the Department of Trade and Industry. Several areas for improvement were identified. Similarly, the annual audit against the international Quality Management Standard ISO 9000, the Charter Mark assessment, the annual staff survey and the regular customer consultations all generate suggestions for ways in which the Service can be strengthened.

During 2005/06 particular attention will be given to implementing these recommendations as part of a wider contribution to the County Council's strategic objective, "Raising our Performance".

Action	Responsibility	Target Date
To conduct a programme of web-site inspections for compliance with UK consumer laws	Brian Yendole (Asst. Head of Service)	31.3.06
To include the sampling of goods and services offered via distance selling within the general sampling and testing activities of the Service	Brian Yendole (Asst. Head of Service)	31.3.06
Implement and progress improvement actions identified by the 2004/05 Peer Review process(A three year action plan has been agreed)	Nigel Strick (Head of Service)	31/03/06
Identify and implement further improvements arising from the national Good Practice Guides	Nigel Strick(Head of Service)	31/03/06
Implement improvement actions arising from the December 2004 Charter Mark assessment	Nigel Strick(Head of Service)	31/03/06
Implement improvement actions identified by the management review of the quality assurance system ISO 9000.	Nigel Strick(Head of Service)	31/03/06
Assess the effects of the introduction of the regional "Consumer Direct" call-centre service and review the provision of consumer advice in Oxfordshire.	Richard Webb (Group Manager, Community Safety)	30/09/05

Action	Responsibility	Target Date
Introduce and utilise the Food Standards Agency national food-sampling database.	Emily James (Principal Trading Standards Officer)	30/09/05
Implement the Electronic Trading Standards National project to improve recording and intelligence gathering systems	Ian Marriott (Group Manager, Community Development)	31/03/06

Measures of Success:

The completion of these actions will help to ensure that Oxfordshire Trading Standards Service is better able to promote and maintain fair-trading to protect consumers and enable reputable businesses to thrive.

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Appendix 2

KEY ACTIONS

Trading Standards National Priority: "Informed confident consumers"
County Council Strategic Objective: "Helping People to fulfil their potential"

Key Act'	Action	Target 2005/06	Planned Outcome
1	(a) In conjunction with Oxfordshire County Council's School Meal Service (CFM) implement an improvement programme for school meals provision in Oxfordshire.	<ul style="list-style-type: none"> • Make recommendations to the County Council's Executive for programmes required to sustain improvements. • Run a conference in September 2005 to promote best practice in conjunction with County Facilities Management. 	Poor nutrition has been linked to poor educational standards. Improvements in school meals will indirectly contribute to national targets to increase awareness of the need to provide and eat healthy and nutritious meals.
2	To complete a programme of consumer education events and competitions for schools.	Programme to include Junior Citizen, Consumer Challenge Quiz, Young Consumer of the Year, Firework Poster Competition, Best School Dinners Competition and Playsafe.	Improved life skills, particularly in respect of consumer rights learnt at a young age.
3	In conjunction with Learning and Culture and Social & Health Care services, provide children leaving Oxfordshire County Council care (foster or children's homes) with guidance on basic consumer skills.	<ul style="list-style-type: none"> • Promote and distribute a basic skills pack for all children leaving Oxfordshire County Council care at 16+. • Review effectiveness of pack. 	Increased awareness of consumer issues around debt, credit and consumer rights amongst vulnerable young people.

Key Act'	Action	Target 2005/06	Planned Outcome
4	Provide the essential advice and information for new parents on nutrition, food, toy and product safety.	<ul style="list-style-type: none"> Promote and distribute information pack to new parents through social and healthcare specialists. Review effectiveness of pack. 	<ul style="list-style-type: none"> All new parents receive the necessary advice and information relating to nutrition and safety of their children. Improved parenting skills amongst new parents.
5	Assist with young people's access to youth IT developments (specifically disaffected young people) e.g. through promotion of the "Talking Shop" educational tool.	<ul style="list-style-type: none"> 15 schools using the product by March 2006. 	<ul style="list-style-type: none"> Improved knowledge of consumer rights amongst young people. Contribution to Learning and Culture Youth IT Programme.
6	Improve knowledge about credit and debt issues amongst those consumers at most risk.	<ul style="list-style-type: none"> Display material produced and widely distributed to pubs/clubs/job centres etc. Mount 6 static displays at selected locations. 	<ul style="list-style-type: none"> Less debt-related problems for Oxfordshire consumers.

Trading Standards National Priority: "A Fair and Safe Trading Environment"
County Council Strategic Objective: "Safeguarding our Communities"

Key Act'	Action	Target 2005/06	Planned Outcome
7	<p>(a) Commence a major campaign concerning age-restricted products (e.g. alcohol, tobacco, fireworks, knives, solvents, videos etc).</p> <p>(b) Determine through surveys the percentage of retailers prepared to sell age-restricted products to under-age persons.</p>	<ul style="list-style-type: none"> • Provide tip-off facilities. • Utilise media contacts and promote our role. • Enhance intelligence gathering. • Strengthen partnerships. • Educate retailers. <ul style="list-style-type: none"> • Minimum of 2 covert test purchase exercises per District Council area based on local intelligence. 	<ul style="list-style-type: none"> • Year on year reduction in the level of illegal age-restricted sales to children. • Contribution to Crime and Disorder Partnership priority activities
8	Take action to reduce the level of consumer scams targeted at vulnerable consumers.	<ul style="list-style-type: none"> • Research the level and types of scam in operation. • Identify one type of scam as priority and take action to reduce consumer harm including lobbying for a change in the law if applicable. 	Reduction in the number of victims of consumer scams over time.
9	Undertake a programme of events promoting current consumer initiatives and issues.	<p>Events attended to include:</p> <ul style="list-style-type: none"> • Oxford City Party in the Park. • Oxford Motor Show. • Thame Show. 	Improved profile for Oxfordshire's Trading Standards service and improved consumer awareness in Oxfordshire.

Key Act'	Action	Target 2005/06	Planned Outcome
10	<p>(a) Undertake an enforcement programme to check for overloaded goods vehicles and breaches of highway weight restriction orders.</p> <p>(b) Investigate complaints about overloaded goods vehicles and breaches of weight restrictions.</p> <p>(c) Provide advice and assistance to businesses on relevant road traffic laws.</p>	<ul style="list-style-type: none"> • 400 Goods vehicles weighed. • Contribute to at least 12 multi agency goods vehicle checks. • 25 targeted weight restrictions enforcement checks undertaken following monitoring programme. • Neighbourhood Watch goods vehicle monitoring scheme implemented in 3 problem areas identified through intelligence. 	<ul style="list-style-type: none"> • Fewer overloaded goods vehicles on Oxfordshire's roads • Fewer complaints concerning HGV traffic • Reduction in road traffic accidents involving HGV's
11	<p>In conjunction with the Fire and Rescue Service and District Councils, undertake programme of safety testing of electric blankets owned by consumers.</p>	<ul style="list-style-type: none"> • 800 blankets tested. • Blankets that fail safety tests and are recommended not to be used reduced to less than 25% • Media campaign to highlight safety issues concerning electric blankets completed by November 2005. 	<p>Improved consumer safety, particularly for the elderly.</p>

Key Act'	Action	Target 2005/06	Planned Outcome
12	To undertake a programme of enforcement, education and advice concerning: (a) the servicing of motor vehicles. (b) unroadworthy motor vehicles.	<ul style="list-style-type: none"> • 10 test purchases of vehicle servicing. • Follow up on advice given to all service centres in Oxfordshire. • Produce advice leaflet and distribute to all car sales businesses in Oxfordshire. • 50 vehicles checked for roadworthiness. 	Improved legal compliance amongst the motor trade in Oxfordshire.
13	To complete a co-ordinated programme of product sampling, testing and analysis.	<ul style="list-style-type: none"> • 420 food products sampled & tested. • 100 livestock feeds and fertilisers sampled & tested. • 220 consumer products sampled for safety /description (including at least 10% from the Internet). 	Improved consumer safety and fair trading with special emphasis on protecting the most vulnerable in the community.

Trading Standards National Priority: "A Fair and Safe Trading Environment"

County Council Strategic Objective: "Sustaining Prosperity"

Key Act'	Action	Target 2005/06	Planned Outcome
14	Research and propose solutions to food poverty in areas of Oxfordshire.	<ul style="list-style-type: none"> • Produce accurate Oxfordshire Food Poverty Map. • Adult learning opportunities considered in conjunction with OCC Learning and Culture Directorate. • Results are analysed and published by March 2006. • Plans are made to improve food poverty in Oxfordshire in conjunction with stakeholders by March 2006. 	A reduction in the effects of food poverty on the community.
15	Complete an assessment of the safety of consumer products in and around the home using available accident statistics (H.A.S.S.) to identify potential problem areas.	<ul style="list-style-type: none"> • Report identifying accident trends for high risk products and their relevance to Oxfordshire produced by March 2006 	To inform targeted surveillance in the future.

Key Act'	Action	Target 2005/06	Planned Outcome
16	Undertake safety assessments of relevant products associated with road safety.	Surveillance programme completed in relation to: <ul style="list-style-type: none"> • Unroadworthy vehicles and bogus MOT's (linked to Key Action 11). • High visibility clothing. • Protective headwear for motorcyclists and horse riders. • Tyre safety and repairs. • Bicycle safety 	<ul style="list-style-type: none"> • Improved consumer and road safety. • Increased awareness throughout the trade.
17	Complete an assessment of the safety of tools and equipment for hire from outlets other than traditional hire centres.	<ul style="list-style-type: none"> • Relevant outlets identified, inspected and advised. 	<ul style="list-style-type: none"> • Improved awareness of requirements throughout the trade • Improved protection of consumers

Key Act'	Action	Target 2005/06	Planned Outcome
18	<p>(a) To complete a programme of comprehensive inspections of business, trade premises and livestock holdings (to include Internet website pages).</p> <p>(b) To ensure that corrective action has been taken by businesses where breaches are detected.</p>	<ul style="list-style-type: none"> • 100% high risk businesses. • 35% medium risk businesses. <p>TO INCLUDE:</p> <ul style="list-style-type: none"> • 100% high risk food businesses. • 35% medium risk food businesses. • 30% livestock holdings. • 200 Oxfordshire e-commerce websites (including 20 selling children's products) checked • 50% of businesses found to be compliant on first inspection. • 100% of businesses brought to a state of compliance. 	<ul style="list-style-type: none"> • To provide a level playing field for business to operate in Oxfordshire. • Create informed successful businesses. • Response to feedback from business consultations that the inspection process is helpful and a means for providing advice and information. • Improved compliance. • Reduction in number of infringements detected.
19	<p>Develop a Code of Practice for car boot sale organisers, to deter the sale of counterfeit goods, and complete a programme of inspections of such sales</p>	<ul style="list-style-type: none"> • Code of Practice introduced by July 2005. • Inspections completed by October 2005. 	<ul style="list-style-type: none"> • Improved compliance. • Reduction in number of infringements detected.
20	<p>Provide input as "responsible authority" under Licensing Act 2000 into the licensing process within Oxfordshire.</p>	<ul style="list-style-type: none"> • All licence applications vetted and commented on to relevant Licensing Authority within 1 month of receipt. 	<p>(linked to key action 7)</p> <ul style="list-style-type: none"> • Year on year reduction in the level of sales of alcohol to persons under 18 years of age; • Contribution to Crime & Disorder Partnership priority activities

Key Act'	Action	Target 2005/06	Planned Outcome
21	To complete a programme of trade sector 'audits' and related tasks - including inspection and alternative enforcement actions	Audits completed in the following areas: (i) Pubs/ Restaurants (including children's meals and menu descriptions). (ii) Estate Agents. (iii) Consumer credit across all trade sectors. (iv) Mobile phone shops. (v) Bulk building and landscaping materials, including public weighbridge operators/goods checks. (vi) Health food shops.	<ul style="list-style-type: none"> • Appropriate enforcement action taken under relevant legislation. • Results to inform future enforcement programmes and to promote successful alternative enforcement processes.
22	Provide immediate response and intervention to reports of doorstep commen	<ul style="list-style-type: none"> • Produce an interim information pack covering victim support and aftercare by June 2005. • Consult stakeholders on future developments by December 2005. • Implement a Service level Agreement with Thames Valley Police by March 2006 	Reduction in the level of consumer detriment arising from the trading activities of rogue and problem traders.
23	Raise awareness of legislative inadequacies for sun cream products.	Dti and European Parliament lobbied for a change in the legislation.	Improved 'safety critical' product information and compliance with the law.

Key Act'	Action	Target 2005/06	Planned Outcome
24	To complete a programme of systems audits at manufacturers and importers of consumer goods based in Oxfordshire.	<ul style="list-style-type: none"> • 40 businesses audited. • 20 average quantity checks completed. 	<ul style="list-style-type: none"> • Improved knowledge of the trading environment in Oxfordshire. • Improved application of the Home Authority principle to Oxfordshire based companies. • Improved level of compliance amongst Oxfordshire based companies.

Trading Standards National Priority: "An efficient, effective and improving Trading Standards Service"

County Council Strategic Objective: "Raising our Performance"

Key Act'	Action	Target 2005/06	Planned Outcome
25	Develop a sustainable plan to consult with community groups in conjunction with other local community development officers.	<ul style="list-style-type: none"> • 3 year consultation plan implemented. • 40 community groups engaged. • Assessment of potential language or communication barriers to minority ethnic communities using the service published by March 2006. • 40 businesses audited. • 20 average quantity checks completed. 	A stronger network of community involvement and support for consumer issues. A reduction in the level of duplication in terms of consultation with community groups.

Trading Standards National Priority: "An efficient, effective and improving Trading Standards Service"

County Council Strategic Objective: "Raising our Performance"

Key Act'	Action	Target 2005/06	Planned Outcome
26	Improve the way that telephone contacts to the Service are handled.	Effectiveness of new telephone system reviewed by August 2005.	Sustained improvements to access and experience for customers contacting the Service.
27	To provide training to the Consumer Support Network and other advice providers where appropriate.	6 training opportunities provided.	Improved consumer advice in Oxfordshire. Advice volunteers become better trained on consumer issues.
28	Introduce the improvements identified by the DTI Peer Review of Oxfordshire Trading Standards.	Specified actions completed within agreed timescales.	A more efficient, effective and improving Trading Standards Service.

Trading Standards National Priority: "An efficient, effective and improving Trading Standards Service"
County Council Strategic Objective: "Raising our Performance"

Key Act'	Action	Target 2005/06	Planned Outcome
29	Introduce national databases and make necessary changes to IT systems and operational arrangements to obtain full benefit from the system.	<ul style="list-style-type: none"> • ETS National introduced and running effectively by 31.03.06 • FFS net introduced and running effectively by 31.03.06 	<ul style="list-style-type: none"> • A more effective and efficient workforce. • Improved business advice and intelligence for home authority companies. • More effective advice offered to consumers.
30	Raise the profile of Oxfordshire Trading Standards with the particular emphasis on those citizens potentially in most need of the Service.	<p>Service promoted through a campaign to include:</p> <ul style="list-style-type: none"> • Display of awareness posters in appropriate locations • Advertisements placed inside buses • Engaging with any recently formed minority ethnic community groups. 	<ul style="list-style-type: none"> • Improved consumer awareness in Oxfordshire • Increased use of service by under represented groups.

Appendix 3

Service Standards; Performance and Improvement Targets for 2005/06

Standard	Target 2003/04	Performance	Target 2004/05	Performance	Target 2005/06
Audit Commission Best Value Performance Indicator, (BVPI 166) - score against a checklist of best practice for Trading Standards Services	97%	100%	100%		100%
Services to Consumers: Provide an initial response to complaints/enquiries at the time or by end of the next working day	100%	96%	100%		100%
Provide a full response within 7 working days	-	New target for 2004/05	100%		100%
Keep customers informed of progress on unresolved issues on a monthly basis	100%	81%	100%		100%

Note:

Standards for response to telephone and personal callers have been suspended following the introduction of a new telephone system. The need for such standards will be considered when there is sufficient monitoring data available from the system to make an informed decision.

Standard	Target 2003/04	Performance	Target 2004/05	Performance	Target 2005/06
Services to Businesses Provide initial response to requests for advice or other services (including metrology and animal health services) at the time or by the end of the next working day	100%	97%	100%		100%
Provide a full response to business enquiries within 7 working days	100%	98%	100%		100%
Keep business customers informed of progress on unresolved issues on a monthly basis		New target for 2004/05	100%		100%
Provide written inspection report (including notification of any alleged breach) at the time or within 5 working days	100%	100%	100%		100%
Services for Farmers Record all movements of pigs and sheep on the Animal Movements Licensing System within 3 working days of receipt of notification	-	New Target for 2004/05	100%		100%
Record all enforcement activity data on AMES database within 3 working days	-	New target for 2004/05	100%		100%

Standard	Target 2003/04	Performance	Target 2004/05	Performance	Target 2005/06
Attend all livestock markets and collection centres in Oxfordshire for at least 50% of their operating hours	-	New target for 2004/05	100% attended for at least half their opening hours		100%
Provide 24 hour cover for response to emergency Animal Health & Welfare referrals from other agencies	100%	100%	100%		100%
External Relations Respond to press & media enquiries the same day	100%	93%	100%		100%
Other Enforcement Indicators			Targets are not set for criminal cases		
Prosecutions - number of cases commenced	-	24	-		-
Prosecutions - number of informations laid	-	42	-		-
Number of letters of informal caution and advice	-	1245	-		-
Number of formal cautions issued	-	12	-		-

Standard	Target 2003/04	Performance	Target 2004/05	Performance	Target 2005/06
Other Indicators	+85%	+99%	+87%		+90%
Overall Satisfaction Surveys (net%)*					
Consumer advice	+85%	+100%	+87%		+90%
Business advice/inspections	+85%	+98%	+87%		+90%
Visibility/profile of the Service: Proportion of consumers and businesses surveyed who are aware of the Service as a source for advice	85% (B) 85% (C)	81% (B) 92% (C)	87% (B) 87% (C)		90% (B) 90% (C)
Income Total income for the Service (excluding receipt of prosecution costs)	(£82,400) (£76,200)	(£141,500)* (£122,000)*	£84,000 (£77,000)		£150,000 (£128,700)

Net satisfaction is the percentage of those satisfied less the percentage of those dissatisfied with the service they receive and ignores those who were neither satisfied nor dissatisfied.

* Includes DEFRA funding for Animal health duties.

Other Workload Indicators	Performance 2003/04	Performance 2004/05
Advice to Consumers/Consumer Contacts Advice/complaints	10,667	
Other consumer enquiries	68	
Advice to Businesses Trader requests for specialist advice (other than during inspections)	590	
Number of educational opportunities offered to business	25	
Farmer requests for specialist advice (other than during inspections)	1090	
Home Authority Referrals (Businesses) Number of enquiries from other local authorities and agencies about Oxfordshire based companies	482	
Number of requests for advice from home authority companies	302	
Information/Education Number of different information and advice leaflets made available	275	
Information requests from schools, students, CABx, Information Centres, consumers and businesses	116	
'Fast Facts' information sheets sent to CABx etc. on latest live issues	2	
Visitors to Internet Site	92,091	
Displays/Exhibitions provided	32	
Number of educational opportunities offered to consumer groups	25	
Talks and Lectures provided	29	
Mail-shots to trade sectors	3	

Other Workload Indicators	Performance 2003/04	Performance 2004/05
Media Contacts with all media organisations	96	
Messages of Appreciation	165	
Complaints About Us Complaints dealt with as part of our quality system (ISO 9001:2000)	22	
Complaints dealt with under the County Council's complaints procedure	5	
Complaints to Local Government Ombudsman	0	
Complaints to Local Government Ombudsman where evidence of maladministration found	0	