

APPENDIX 1

REPORT ON COMMERCIAL PERFORMANCE OF THE TRADING STANDARDS AND COMMUNITY SAFETY SERVICE

Purpose of the Report

1. To provide a quarterly update on the progress made by Trading Standards following the Service's involvement in the Authority's commercial development programme.
2. This report covers the period up to and including Quarter 3 of 2018-19

Cumulative Additional Income

3. Since the last update the person appointed to the new Principal Trading Standards Officer post has started working for the Service. His focus has been on trying to seek out new income opportunities for the Service. This has led to the Service winning some new contracts which have been a mixture of one off pieces of work and annual contracts. The income deriving from new commercial activity is summarised below:

Contract Type	Number of Sales	Total Amount (£)
New Annual Contracts	6	233,740
Individual Product Sales	3	1,170
Projects		
CUMULATIVE TOTAL		234,910

Information and Advice

4. One of the focuses in quarter 3 has been to forge improved links with Office for Product Safety and Standards (OPSS). With this in mind we recently had a meeting with one of Directors of OPSS to discuss how we could work together better and to understand what their strategy is for promoting the growth of PAP. It was also an opportunity for us to promote the types of services that we can provide and also the Single Point of Contact approach that we are developing for businesses.
5. OPSS see the Service as being one of the leading Authorities to offer PAP relationships with companies or associations, from a wide range of business sectors. Building on this relationship has already proved dividends as OPSS recently started to direct opportunities to Authorities that have the means and capacity to deliver appropriate PAP relationships with companies. We have been notified of a number of opportunities and we are currently in the process of awaiting the outcome of our approaches to those businesses or associations that we have pitched to.
6. One of the companies that we currently have a PAP relationship with has recently acquired another well know company in the same sector. We are currently in discussions with them on how we can expand the relationship with them to incorporate the new company and also to understand the systems and processes of that new business.

7. One of the increasing areas of work for the Service this year has been developing and delivering standard and bespoke training packages. We have provided a number of bespoke packages for businesses that we have a PAP with. These have included areas such as; consumer rights training for customer service centres; training on Weights and Measures with a focus on average quantity controls, for a packing company; and Food Safety training on various topics including food supplements.
8. A new development that went live in October was the creation of a Web Form that can be accessed on our website. This provides another mechanism, other than by phone or email, to contact the Commercial Services Team in order to seek advice and support. At the time of writing this report we had received a couple of enquiries through this route and that was without any having yet promoted this means of accessing our services. We have since notified Citizens advice Consumer Services (CACS) that we have this facility should they get any enquiries seeking business advice and support.
9. We continue to monitor the level of activity on our website to see how effective it is as a promotional tool. At the time of writing this report there are only the figures for October that could be obtained for Quarter 3. The figures for the views of the main Commercial Services Landing page are as follows:

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10. These figures are for individual access to the website. These figures show a considerable rise in the number of hits that we normally see which has been around the 50 to 60 mark. There is no obvious reason for this unless it is connected to the work we have been doing on building on the relationships that we already have with OPSS and other organisations. As with previous periods the main access point, apart from the Google search engine (50%), is still by directly entering the “tscommercial” short web address which they would have only got from some form of direct marketing or contact with an individual from the Trading Standards Service (32%).
11. The webpages that attract the most interest are how to contact the Service but unlike previous quarters there has been a lot of interest in the “Our Services” and “Primary Authority” pages. This again may be partly related the work that we have done in forging improved links with OPSS.
12. As with previous updates a geographical analysis of the visits to the website show the main areas of interest continue to be from within Nottinghamshire and surrounding counties but there still continues to be interest from the London area.