



RHONDDA CYNON TAF

COFNOD O BENDERFYNIAD WEDI'I DDIRPRWYO GAN SWYDDOG
RECORD OF DELEGATED OFFICER DECISION

Penderfyniad Allweddol | Key Decision ✓

PWNC | SUBJECT:

Enhanced Discretionary Service for Business Customers of Public Protection.

DIBEN YR ADRODDIAD | PURPOSE OF THE REPORT:

The purpose of the report is to gain approval to provide a range of discretionary services to businesses and to agree to the introduction of a charge for these 'paid for on demand' services. By introducing enhanced, paid-for support services, officers will be able to address some of the difficulties that are encountered by businesses when securing compliance. In the case of 'Buy with Confidence', it will also allow the efforts of responsible and compliant businesses to be formally recognised, benefitting both businesses and consumers by facilitating informed access to their products and services.

PENDERFYNIAD WEDI'I DDIRPRWYO | DELEGATED DECISION:

Approval is given for the introduction of new, discretionary services to be offered to business namely:

- Introduction of the 'Buy With Confidence' Approved Trader Scheme
- A Service to provide printed copies of 'Safer Food, Better Business' Packs
- A "Fast Track" Check and Process Personal Licence Application Service

A charge for each of the new, discretionary services be introduced to cover the costs associated with each service as follows:

- 'Buy with confidence'- application and annual membership as per the scale of charges outlined in paragraph 4.6.
- Printed "Safer Food, Better Business" Packs- £20 per pack
- "Fast Track" Check and Process Service for Personal Licences - £15 charge plus the standard licence fee.


Llofnod y Prif Swyddog
Chief Officer Signature

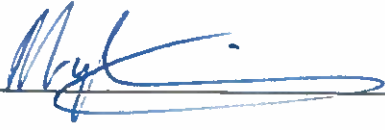
PAUL WJE
Enw (priflythrennau)
Name (Print Name)

06/03/19
Dyddiad
Date

Mae'r penderfyniad yn cael ei wneud yn unol ag Adran 15 o Ddeddf Llywodraeth Leol 2000 (Swyddogaethau'r Corff Gweithredol) ac yn y cylch gorchwyl sy wedi'i nodi yn Adran 5 o Ran 3 o Gyfansoddiad y Cyngor.

The decision is taken in accordance with Section 15 of the Local Government Act, 2000 (Executive Functions) and in the terms set out in Section 5 of Part 3 of the Council's Constitution.

YMGYNGHORI | CONSULTATION



**LLOFNOD YR AELOD YMGYNGHOROL O'R CABINET
CONSULTEE CABINET MEMBER SIGNATURE**

05/03/2019

DYDDIAD | DATE

**LLOFNOD SWYDDOG YMGYNGHOROL
CONSULTEE OFFICER SIGNATURE**

DYDDIAD | DATE

RHEOLAU'R WEITHDREFN GALW-I-MEWN | CALL IN PROCEDURE RULES.

A YW'R PENDERFYNIAD YN UN BRYN A HEB FOD YN DESTUN PROSES GALW-I-MEWN GAN Y PWYLLGOR TROSOLWG A CHRAFFU?:

IS THE DECISION DEEMED URGENT AND NOT SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:

NAC YDY | NO√

Rheswm dros fod yn fater brys | Reason for Urgency:

.....

Os yw'n cael ei ystyried yn fater brys - llofnod y Maer/Dirprwy Faer/Pennaeth y Gwasanaeth Cyflogedig yn cadarnhau cytundeb fod y penderfyniad arfaethedig yn rhesymol yn yr holl amgylchiadau iddo gael ei drin fel mater brys, yn unol â rheol gweithdrefn trosolwg a chraffu 17.2:

If deemed urgent - signature of Mayor or Deputy Mayor or Head of Paid Service confirming agreement that the proposed decision is reasonable in all the circumstances for it being treated as a matter of urgency, in accordance with the overview and scrutiny procedure rule 17.2:

.....
(Maer | Mayor)

.....
(Dyddiad | Date)

DS - Os yw hwn yn benderfyniad sy'n cael ei ail-ystyried yna does dim modd galw'r penderfyniad i mewn a bydd y penderfyniad yn dod i rym o'r dyddiad mae'r penderfyniad wedi'i lofnodi.

NB - If this is a reconsidered decision then the decision Cannot be Called In and the decision will take effect from the date the decision is signed.

DYDDIADAU CYHOEDDI A GWEITHREDU | PUBLICATION & IMPLEMENTATION DATES

CYHOEDDI | PUBLICATION

Cyhoeddi ar Wefan y Cyngor | Publication on the Councils Website:- 6^m March 2019.

DYDDIAD | DATE

GWEITHREDU'R PENDERFYNIAD | IMPLEMENTATION OF THE DECISION

Nodwch: Fydd y penderfyniad hwn ddim yn dod i rym nac yn cael ei weithredu'n llawn nes cyn pen 3 diwrnod gwaith ar ôl ei gyhoeddi. Nod hyn yw ei alluogi i gael ei "Alw i Mewn" yn unol â Rheol 17.1, Rheolau Gweithdrefn Trosolwg a Chraffu.

Note: This decision will not come into force and may not be implemented until the expiry of 3 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

Yn amodol ar y drefn "Galw i Mewn", caiff y penderfyniad ei roi ar waith ar / Subject to Call In the implementation date will be

12^m March 2019

DYDDIAD / DATE

WEDI'I GYMERADWYO I'W GYHOEDDI: ✓ | APPROVED FOR PUBLICATION :✓

AT DDEFNYDD Y SWYDDFA YN UNIG | FOR OFFICE USE ONLY

Rhagor o wybodaeth | Further Information:

Cyfadran Directorate:	Public Health, Protection and Community Services
Enw'r Person Cyswllt Contact Name:	Judith Parry
Swydd Designation:	Trading Standards Manager
Rhif Ffôn Telephone Number:	01443 425325

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

KEY OFFICER DECISION

21ST FEBRUARY 2019

ENHANCED DISCRETIONARY SERVICES FOR BUSINESS CUSTOMERS OF PUBLIC PROTECTION

REPORT OF DIRECTOR OF PUBLIC HEALTH, PROTECTION AND COMMUNITY SERVICES IN DISCUSSIONS WITH THE RELEVANT PORTFOLIO HOLDER CLLR. RHYS LEWIS

Authors: Judith Parry, Trading Standards Manager and Laura Roberts, Graduate Officer

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to gain approval to provide a range of discretionary services to businesses and to agree to the introduction of a charge for these 'paid for on demand' services. By introducing enhanced, paid-for support services, officers will be able to address some of the difficulties that are encountered by businesses when securing compliance. In the case of 'Buy with Confidence', it will also allow the efforts of responsible and compliant businesses to be formally recognised, benefitting both businesses and consumers by facilitating informed access to their products and services.

2. RECOMMENDATIONS

It is recommended that:

- 2.1 Approval is given for the introduction of new, discretionary services to be offered to business namely:
- Introduction of the '*Buy With Confidence*' Approved Trader Scheme
 - A Service to provide printed copies of '*Safer Food, Better Business*' Packs
 - A "Fast Track" Check and Process Personal Licence Application Service
- 2.2 A charge for each of the new, discretionary services be introduced to cover the costs associated with each service as follows:
- 'Buy with confidence'- application and annual membership as per the scale of charges outlined in paragraph 4.6.
 - Printed "Safer Food, Better Business" Packs- £20 per pack
 - "Fast Track" Check and Process Service for Personal Licences- £15 charge plus the standard licence fee.

3. REASONS FOR RECOMMENDATIONS

- 3.1 Highly compliant businesses benefit the local community by ensuring that residents have access to high quality goods and services, which in turn results in elevated levels of

overall health and wellbeing. Thriving, successful businesses also contribute to improved consumer choice and the creation of local jobs, as well as helping to ensure that our high streets are vibrant and welcoming spaces.

- 3.2 Complying with legal requirements is essential for all businesses; it requires responsible individuals to invest time and resources into following the correct procedures and implementing all necessary measures to ensure that the standards for their industry are met. This can be both costly and time-consuming for businesses, particularly for new and small-scale operations.
- 3.3 This report is presented with the intention of enhancing the range of business support services offered by Public Protection, in line with the Council's wider transformation agenda, which seeks to ensure that services are sustainable, cost-efficient and are able to support local economic growth.

4. **BACKGROUND**

- 4.1 Businesses currently contact the department in order to comply with mandatory licensing schemes and national business regulations, which are enforced locally by Council officers. In the case of licensed activities, businesses are subject to set fees in order for their applications to be processed and a licence issued. Advice and guidance to support compliance is currently provided free upon request on an informal basis and is limited due to resource constraints or as part of statutory obligations during formal inspections.
- 4.2 Evidence from business consultation, service requests, business support organisations and other Local Authorities has suggested that there is an appetite for enhanced support services, which would be offered on a cost recovery basis when businesses engage with the service. This report identifies three enhanced services that can be provided as a pilot to determine business take up and impact on overall regulatory compliance.
- 4.3 **'Buy With Confidence' Approved Trader Scheme**

'Buy with Confidence' is a national business approval scheme that is owned and controlled by Trading Standards Services. The scheme recognises and promote traders who have committed themselves to providing a reliable and trustworthy service to their customers. This benefits local businesses by providing them with a way to distinguish themselves from competitors and to demonstrate that their business is legitimate. The scheme benefits consumers by providing them with easy access to approved traders in their area.
- 4.4 Applicant businesses are subject to a rigorous vetting process, which includes tailored background checks and a visit from a qualified Trading Standards officer. Once approved, they are then added to the 'Buy with Confidence' directory and are able to display evidence of their membership to potential customers as a valuable selling point.
- 4.5 The scheme would demonstrate that high levels of compliance are recognised and promoted by the Authority; and consumer confidence to shop locally is boosted.
- 4.6 The cost to business for membership of the scheme is as follows:

Size of Business	Application Fee	Annual Membership Fee
0-5 employees	£125	£250
6-20	£167	£375
21-49	£208	£500
50+	POA	POA

4.7 Management and operation of the scheme will be delivered through existing resources, released through more efficient, agile working practices. A proportion of the Application and Membership Fee is payable to the 'Buy with Confidence' Central Scheme Administrator (Cornwall County Council) and the balance will be retained by the Council.

4.8 'Safer Food, Better Business' Packs

It is a legal requirement that all food producers implement a food safety management system to ensure that all food that is produced and or sold is safe. The vast majority of food businesses will use the 'Safer Food, Better Business' pack provided by the Food Standards Agency (FSA) in order to outline and document their food safety procedures. The packs are also particularly useful for new businesses with minimal experience of applying food safety and hygiene principals.

4.9 It is now the responsibility of the food business to download and print the appropriate pack and resources from the FSA website. There is demand for printed versions of the pack, and other Local Authorities have commenced the option of providing these packs to local businesses for a small charge. Currently, the Council provides these packs free, however, there is no requirement to do so and the resource is available for businesses free online.

4.10 It is proposed that production of a printed version of the pack should be liable for a charge of £20, which would cover the cost of printing, assembling and distributing the packs. This will assist businesses who are unable to access the resource on line and will assist in managing demand for this currently free service.

4.11 Personal License Applications Fast Track Check & Process

The Licensing Act 2003 specifies that every supply of alcohol made under a premises license must be made, or authorised, by a personal license holder. Every premises involved in the sale or supply of alcohol must have one nominated Designated Premises Supervisor (DPS), who must hold a personal license. An applicant may require a quicker decision on their application in order to commence employment, for example however the current system means applications are dealt with in order of receipt.

4.12 Personal License applications lend themselves to fast tracking, since the only consultation carried out is with the Police in respect of any unspent convictions.

4.13 It is proposed to offer an enhanced, fast track, check and process option for an additional £15 charge plus the fixed licence fee payable, where a decision would be made within 10 working days of the receipt of an application.

- 4.14 There will be no additional resources required to deliver this service and as take up is likely to be low, it is not anticipated that there will be any adverse impact on the processing time for other applications.

5. EQUALITY AND DIVERSITY IMPLICATIONS

- 5.1 An Equalities Impact Assessment scoping exercise has been undertaken that indicates that there would be no such implications.

6. CONSULTATION/INVOLVEMENT

- 6.1 Evidence from business consultation, service requests, business support organisations and other Local Authorities has suggested that there is an appetite for enhanced support services, which would be offered on a cost recovery basis when businesses engage with the service. Each new service will be introduced as a pilot to gauge uptake and business feedback and inform any decision about continuation of these services.

7. FINANCIAL IMPLICATION(S)

- 7.1 It is difficult to forecast with any accuracy the likely take up of the proposed paid for services and therefore it is recommended that these services are introduced on a trial basis of 12 months, in order to monitor and review the level of income generated, gain customer feedback and analyse the impact on resources and officer capacity. However, the resource to deliver will be met through existing resources on a cost recovery basis: there shall be no additional costs to the local authority. The '*Buy with Confidence*' Scheme may derive a small, additional income although the Council is liable to pay Cornwall County Council a fixed fee of £15 per annum for each member of the '*Buy with Confidence*' scheme signed up by RCT. This is to support the Central Administration of the National Scheme.

8. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 8.1 The proposed, enhanced services sit within the powers granted to Local Authorities to charge fees for services under the Local Government Act 2003.

9. LINKS TO THE CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT

- 9.1 Supporting local businesses to achieve high levels of regulatory compliance contributes to the corporate priorities of 'Economy – Building a strong economy' and 'Place – Creating neighbourhoods where people are proud to live and work'
- 9.2 Legally compliant businesses provide safe goods and services to consumers, trading responsibly and fairly. By providing services that encourage and support businesses to achieve full compliance, Public Protection will be able to increase overall levels of compliance amongst local businesses, which in turn will protect consumers. This will contribute to the well-being goal of 'A Healthier Wales – A society in which people's physical and mental well-being is maximised'.
- 9.3 Supporting businesses to achieve compliance and rewarding good practice also facilitates business growth, by helping businesses to resolve issues up-front and

allowing them to market themselves as trustworthy and responsible. This contributes towards the well-being goal of 'A Prosperous Wales', enabling businesses to innovate and create local jobs

10. CONCLUSION

- 10.1 Enquiries received by the department, feedback from other Local Authorities and consultations with businesses and business support organisations has indicated that there is an appetite for the services outlined within this report.
- 10.3 It is proposed that the additional services are initially introduced on a 12 months basis in order to monitor and review the level of income generated, gain customer feedback and analyse the impact on resources and officer capacity.

Other Information:-

Relevant Scrutiny Committee

ARTICLE 6 – OVERVIEW AND SCRUTINY COMMITTEE

Health and Well-being Scrutiny Committee

Contact Officer

Judith Parry 01443 425325

LOCAL GOVERNMENT ACT 1972

AS AMENDED BY

THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

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KEY OFFICER DECISION

21ST FEBRUARY 2019

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Officer to contact: Judith Parry, Trading Standards Manager Tel 01443 525325