

## APPENDIX 2

OFFICIAL - SENSITIVE

# Tactical Assessment

Period Covered: Annual report 2015/16

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This report is produced from statistical data gathered in 2015/16 to inform activity in 2016/17 and is linked the Trading Standards Service Plan.

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## **Introduction:**

### **Aim**

The aim of this Tactical Assessment (TA) is to examine current tactical activity and to highlight emerging trends in order to assist with business planning and resource allocation for Birmingham Trading Standards Service (BTSS)

### **Method**

This document has been compiled using data from M3, Citizens Advice Bureau Partner Portal, IDB and operational information from staff within the service.

### Council Strategic Outcomes

The intelligence gathered and our response through our new operating model shows our contribution to the following council strategic outcomes:

- A strong economy
- Safety and opportunity for all children
- A happy healthy city
- A modern council

### **The BTSS strategic priorities for 2015/16 were:**

- Enforcing anti-counterfeiting legislation
- Investigation of criminal RFAs
- To reduce doorstep crime
- To reduce the supply of age restricted products being sold to young people
- To ensure goods placed on the markets are safe
- Hajj and Umrah package holiday fraud

The BTSS will continue throughout 2016/17 to support the City Council's strategic ambitions in the following ways;

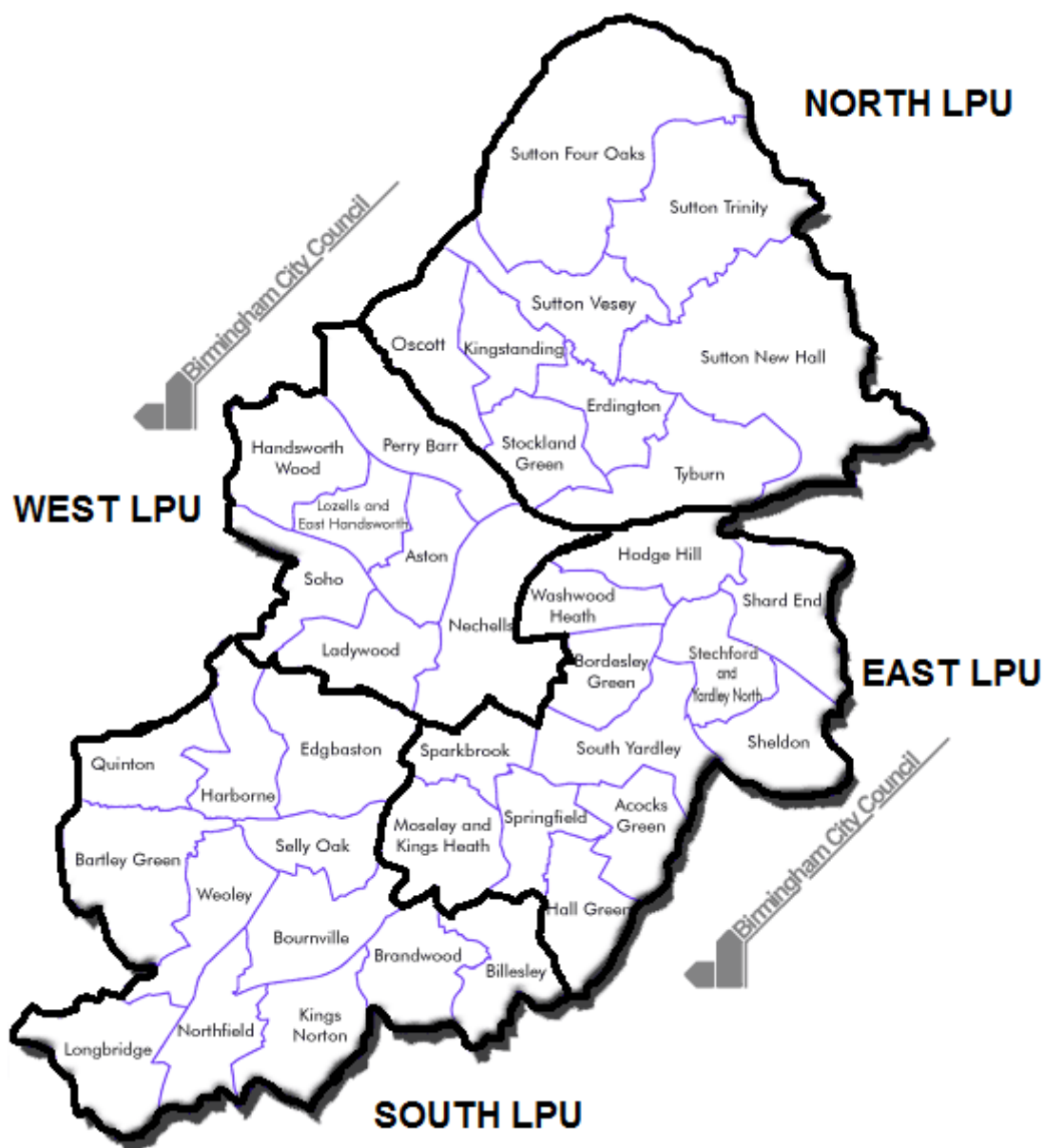
- To support all consumers through the investigation of criminal Requests for Assistance (RFAs)
- To support vulnerable consumers in civil advice requests for assistance (RFAs). Typical complaints are sale of unsatisfactory or misdescribed goods/services, lack of cancellation rights, non-delivery of goods/ services and rogue trader incidents.
- To carry out intelligence led inspections to ensure compliance with consumer protection legislation.
- Enforcing anti-counterfeiting legislation; with priority given to infringing, unsafe goods.
- To reduce doorstep crime.

- To support legitimate businesses through tackling illegal business practices.
- To reduce the supply of age restricted products to young people.
- To ensure goods placed on the market are safe.
- To collaborate with a trader approval scheme ([Noroguetradershere.com](http://Noroguetradershere.com)).

**Community Safety priorities:**

- To reduce doorstep crime; especially where vulnerable adults are targeted
- To control the supply of age restricted products being sold to young people
- Reduce the supply of illicit alcohol and tobacco
- To ensure goods placed on the market are safe

## Birmingham areas & LPUs



### BIRMINGHAM DISTRICTS:

- Edgbaston (South LPU)
- Erdington (North LPU)
- Hall Green (East LPU)
- Hodge Hill (East LPU)
- Lady wood (West LPU)
- Northfield (South LPU)
- Perry Barr (West LPU)
- Selly Oak (South LPU)
- Sutton Coldfield (North LPU)
- Yardley (East LPU)

## Top Traders (CACS & MAPSS)

### Top 10 complained about traders within Birmingham - CACS Database

Rank	Trader	Total	%	Civil	Criminal
1		303	0.05%	216	82
2		148	0.02%	95	53
3		93	0.01%	33	56
4		93	0.01%	45	44
5		89	0.01%	69	17
6		54	0.01%	34	19
7		40	0.01%	28	4
8		40	0.01%	34	3
9		38	0.01%	23	15
10		34	0.01%	24	8

### Top 10 complained about traders COMPLETED - MAPSS Database

Rank	Trader	Officer and/or Action	Total
1		RH – Scams hub project	60
2		NS – Ongoing Investigation	25
3		MD - Monitoring	24
4		PQ – Ongoing Investigation	21
5		GS – Successful prosecution	20
6		RH – Scams hub project	18
7		RH – Scams hub project	15
8		Review to be undertaken	13
9		Review to be undertaken	12
10		Review to be undertaken	11

**Top 10 complained about traders RECEIVED – MAPSS Database**

Rank	Trader	Officer and/or Action	Total
1		RH – Scums hub project	60
2		NS – Ongoing Investigation	25
3		MD - Monitoring	24
4		PQ – Ongoing Investigation	21
5		RH – Scams hub project	20
6		RH – Scams hub project	18
7		GS – Successful prosecution	15
8		Under review	13
9		Under review	12
10		Under review	11

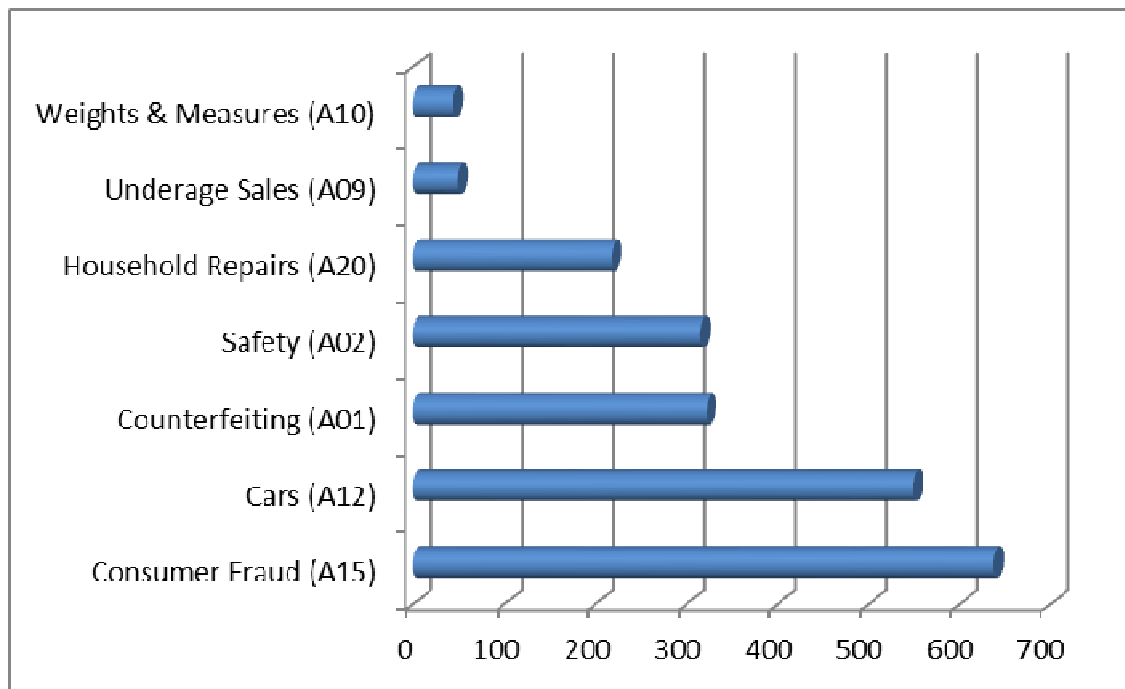
**Top Traders taken from CACs & Maps and run through IDB – 12 months**

Rank	Trader	IDB logs	Level
1		5	2
2		3	3
3		3	1
4		2	2
5		1	2
6		1	1

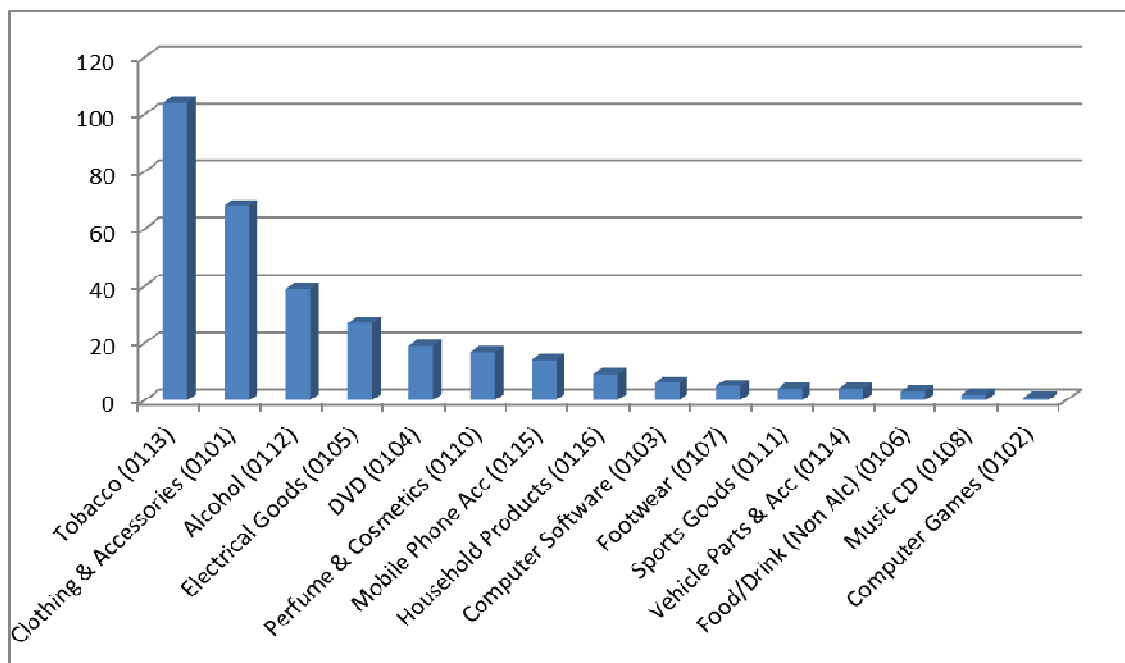
**\*Trader details that came back with no hits have not been recorded.**

## M3 Statistics for Priority Areas

### Overall statistics

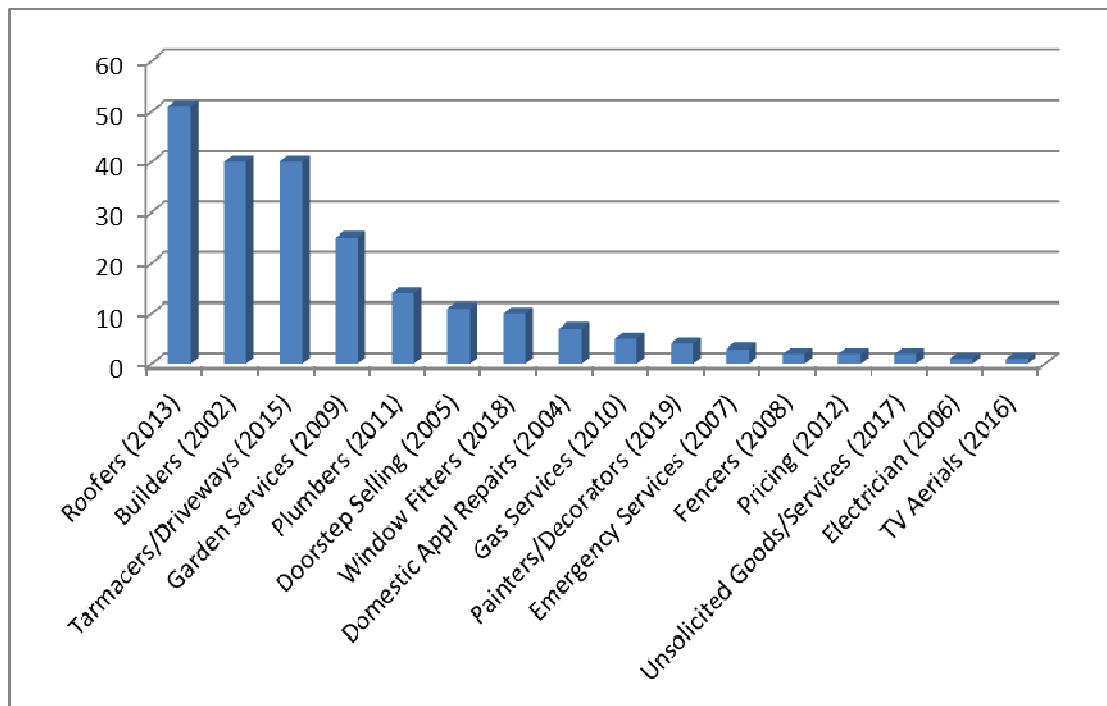


### Control Strategy: Counterfeiting

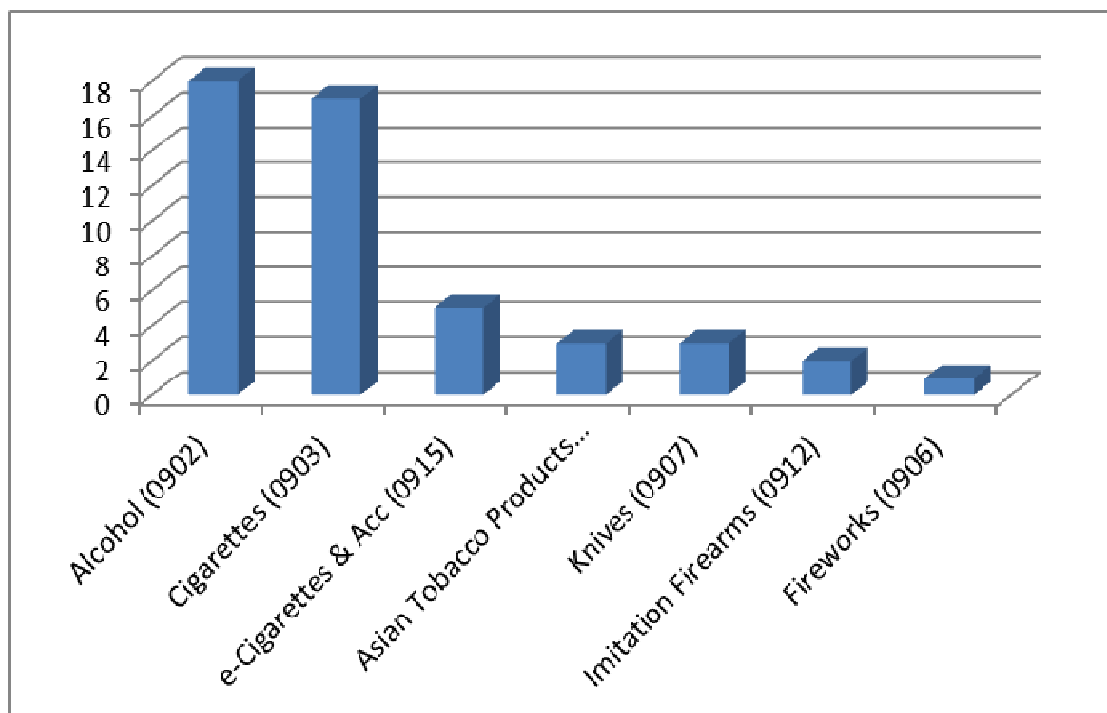




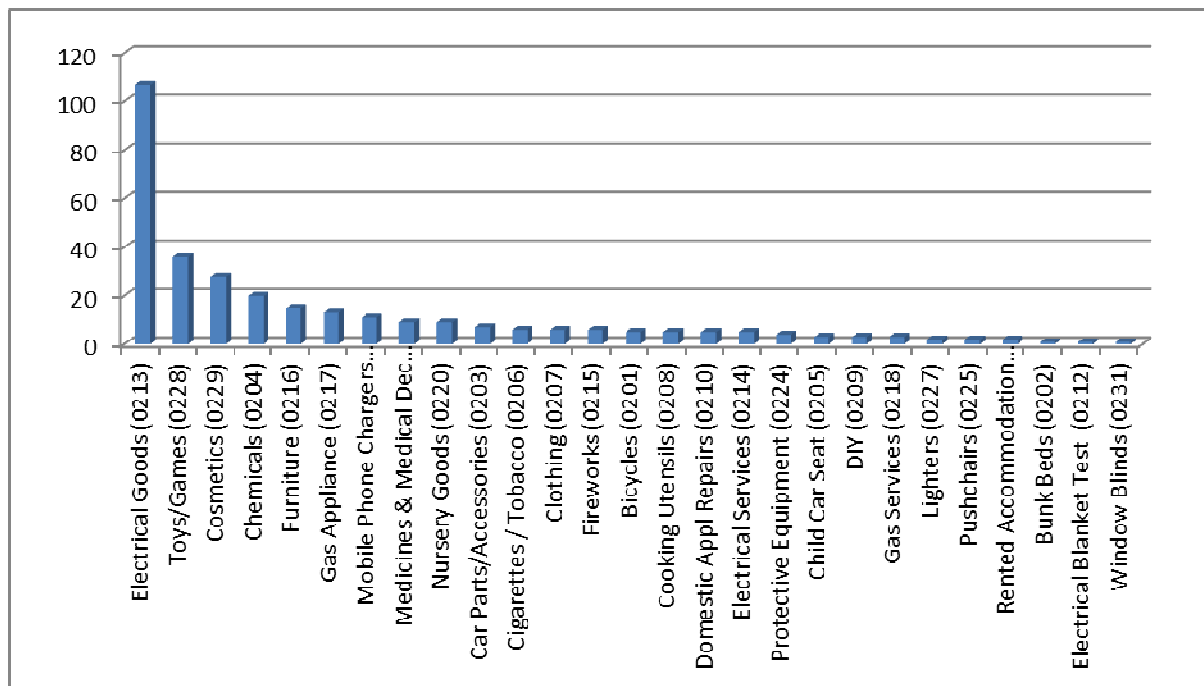
### Control strategy: Household repairs



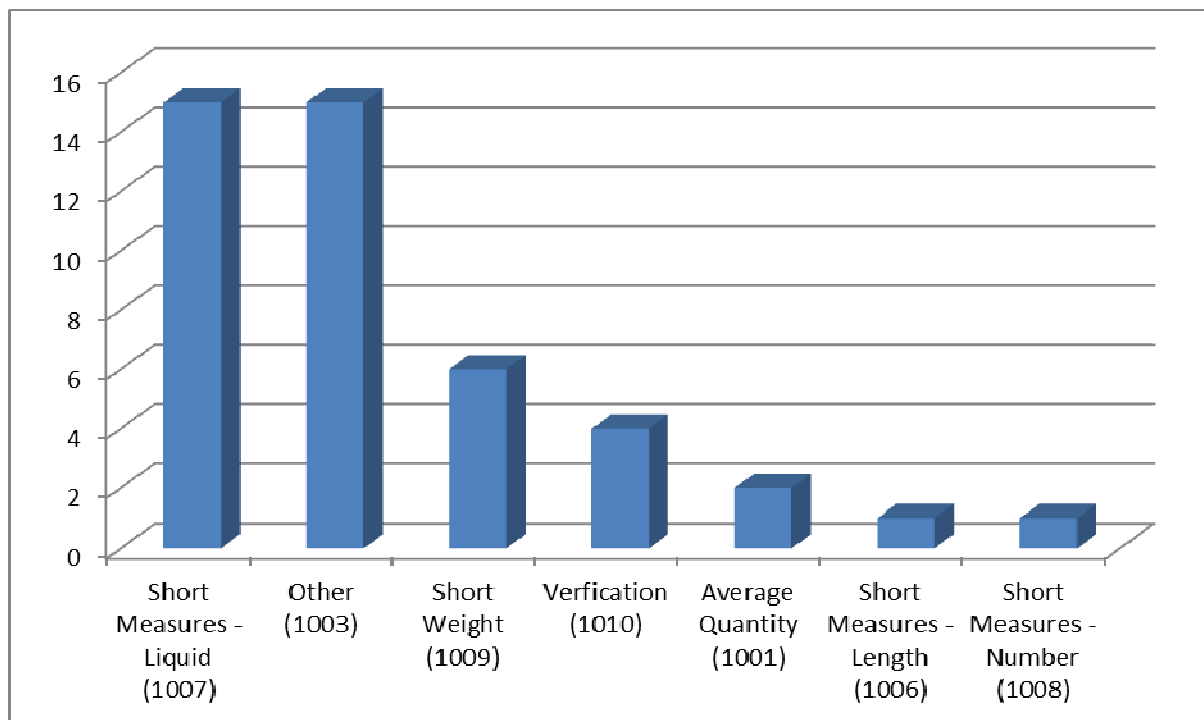
### Control Strategy: Underage sales



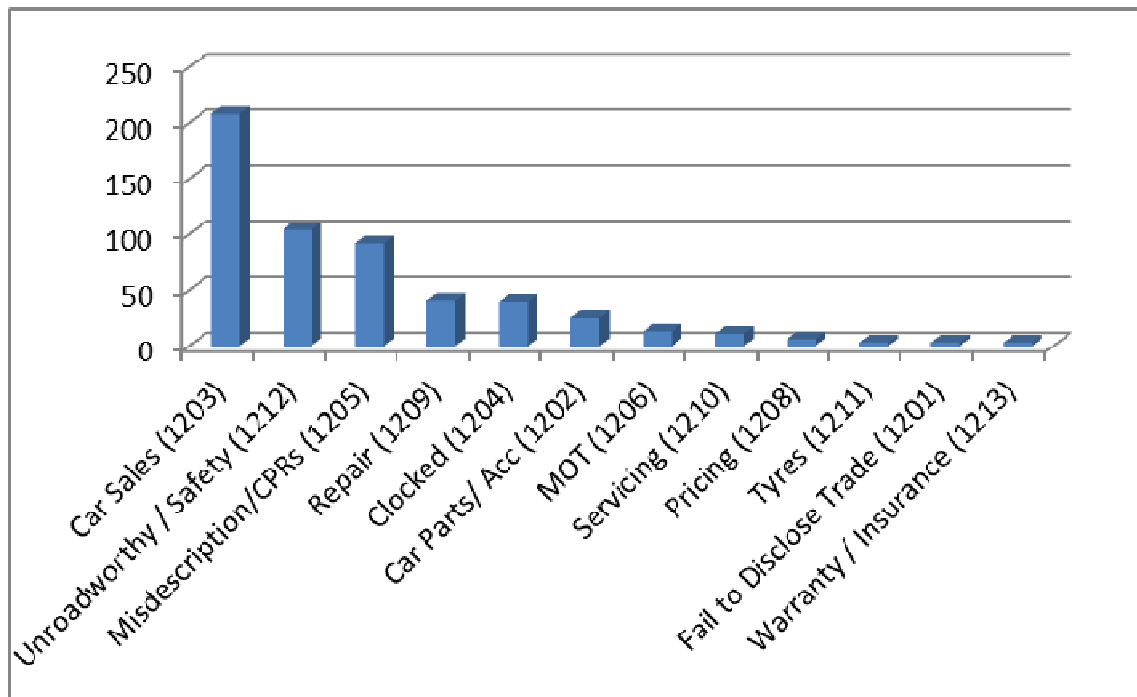
### Control Strategy: Safety



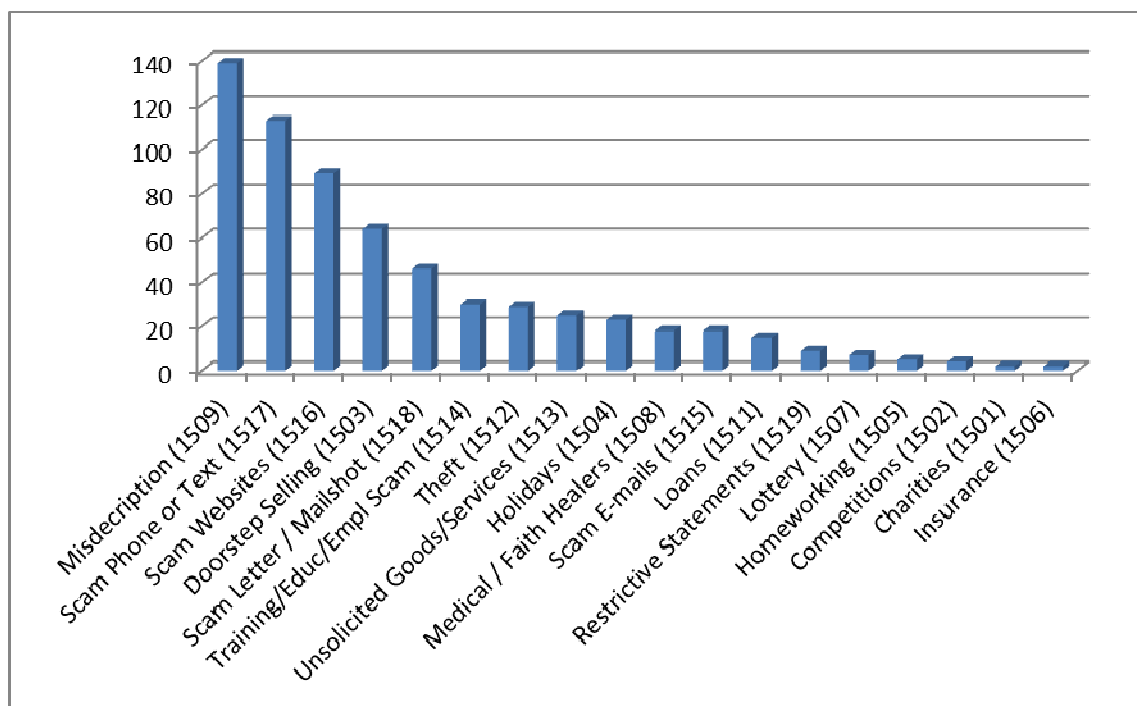
### Control Strategy: Weights & Measures



### Control Strategy: car sales



### Control Strategy: Consumer Fraud



**Graph deleted due to personal data**

A total of 883 logs this year. The report database has changed making it difficult to see if any have been rejected.