

# **Trading Standards Survey 2009**

**Report**

**by**

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## CONTENTS

<b>1.</b>	<b>INTRODUCTION</b>	<b>1</b>
	Background and Survey Objectives .....	1
	Consultation Approach and Response .....	1
<b>2.</b>	<b>AWARENESS OF THE TRADING STANDARDS SERVICE</b>	<b>3</b>
	Awareness of the Service and Trading Standards Issues.....	3
	Obtaining Information and Advice .....	5
<b>3.</b>	<b>VIEWS ON TRADING STANDARDS SERVICES</b>	<b>7</b>
	Approach to Consumer Issues .....	7
	Views on Trading Standards Service Activities .....	8
	Approaches taken by the Trading Standards Service .....	9
	Aspects of Trading Standards Services .....	11
<b>4.</b>	<b>WORKING FOR THE TRADING STANDARDS SERVICE</b>	<b>13</b>
<b>5.</b>	<b>IMPROVING THE MORAY TRADING STANDARDS SERVICE</b>	<b>16</b>

## 1. INTRODUCTION

### Background and Survey Objectives

- 1.1. The Moray Council's Trading Standards Service works to maintain fair trading in Moray, and provides services to both residents and businesses operating in the area.
- 1.2. To inform future development of the Trading Standards Service, the Council commissioned Craigforth to undertake survey based consultation with Moray Citizens' Panel members, local businesses and Trading Standards Service staff. The survey sought views and experiences on a range of Trading Standards related issues including:
- Awareness of the Trading Standards Service;
  - Views on the relative importance of key elements of the Service's work, both in terms of services provided to local residents and services to businesses;
  - An assessment of staff experience in working for the Service; and
  - Priorities for improvement to the Trading Standards Service.

### Consultation Approach and Response

- 1.3. The consultation was undertaken via postal self-completion survey during December 2009 and involved:
- A random sample of 300 current Citizens' Panel members;
  - 285 businesses for which the Council were able to provide contact details; and
  - All 14 Trading Standards Service staff.
- 1.4. The content of survey questionnaires was tailored to suit these survey groups, and in particular questions asked of Service staff were quite different to those asked of Panel members and businesses. Nevertheless a core set of issues and questions were common to all survey forms and in this report we draw comparisons in the views expressed by the three groups where possible.
- 1.5. At the time of survey close January 2010 a total of 222 survey responses had been received, representing an overall response rate of 37%. This is a strong response rate for a postal survey, particularly considering that Trading Standards issues may not be seen as directly relevant to all parts of the local community and the timing of the survey close to the Christmas holiday period. Response rates varied across the three survey groups, as it shown in Table 1 below:

**Table 1: Survey response rates**

Survey Response	Number of responses	% response rate
Panel members	152	51%
Local businesses	61	21%
Service staff	9	64%
TOTAL	222	37%

- 1.6. The number of survey responses received provides a good basis for detailed analysis of results at an overall level. However it should be noted that survey responses from businesses are insufficient to support analysis of results for specific types of business. Moreover it is not possible to produce robust survey frequencies for staff responding to the survey, although we do draw on staff views where these reflect on Panel member and business responses, and in section four in relation to experience of working for the Trading Standards Service.
- 1.7. Consultation findings are presented in the subsequent four sections:
- 2: Awareness of the Moray Council Trading Standards Service covers the level of knowledge and awareness of the service among residents and businesses in Moray, and how these different groups obtain and would prefer to receive, information, advice and services in the future;
  - 3: Views on the Work of Trading Standards examines responses from members of the public and local businesses to a series of questions relating to the activities of the Trading Standards Service and its enforcement of guidelines and legal requirements;
  - 4: Views of Staff examines results from the staff survey which looked in more detail at the internal workings of the Trading Standards Service; and
  - 5: Improving the Moray Trading Standards Service examines the views of the public, businesses and staff on how the service might be improved.

**2. AWARENESS OF THE TRADING STANDARDS SERVICE**

2.1. The survey began by asking Panel members and local businesses about their awareness and understanding of the Moray Council’s Trading Standards Service. This included overall awareness of the service, how well informed respondents feel about their rights or responsibilities, and how they would prefer to access information on Trading Standards related issues. We discuss views in relation to these topics in turn below.

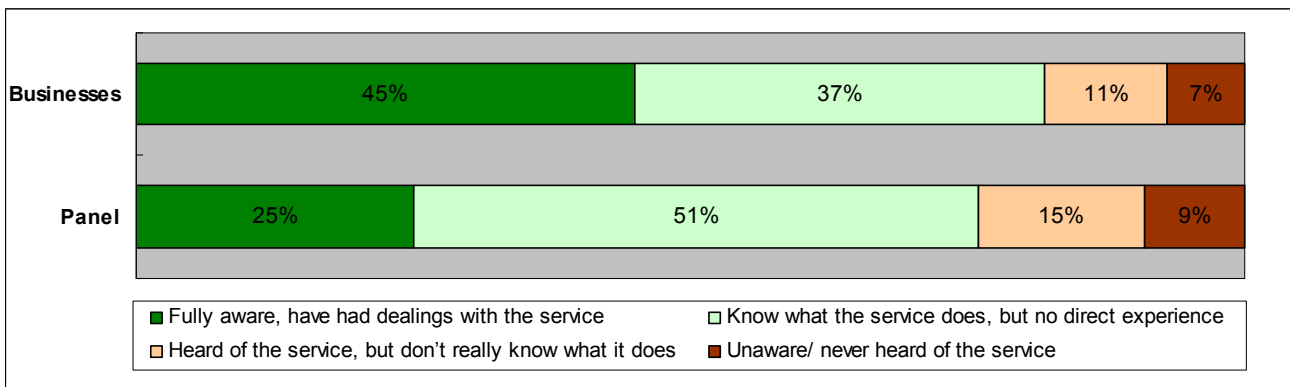
**Awareness of the Service and Trading Standards Issues**

2.2. First the survey asked respondents the extent to which they felt they were aware of the Trading Standards Service and what it did (Figure 1).

2.3. Overall awareness of the Service was fairly high amongst both Panel members and businesses, each with around 4 in 5 respondents indicating that they had some understanding of what the service did. However it is notable - and perhaps unsurprising - that businesses were more likely than Panel members to have had dealings with the Service. Indeed as many as 45% of business respondents had dealt with Trading Standards, compared to 25% of Panel members.

2.4. Nearly a quarter (24%) of Panel member respondents, and nearly a fifth (18%) of business respondents indicated that they had little understanding of the role the Trading Standards Service plays in Moray. This suggests there may be some scope to increase awareness and understanding of the Service amongst local businesses and the wider public.

**Figure 1: How aware are you of the Trading Standards Service?**



2.5. In addition to gauging the level of awareness of the Trading Standards service, the survey also asked how respondents had first become aware of the service. Table 2 over the page presents results.

2.6. Responses were broadly similar for Panel members and businesses, with both indicating that word of mouth was the most common means of hearing about Trading Standards (35% of Panel members, 33% of businesses). Both groups also identified leaflets or posters in public places and other Council service staff as relatively significant sources of information on the Trading Standards service.

- 2.7. However, Panel members were much more likely than local businesses to have heard about the service from local press coverage. Indeed as many as 27% of Panel members indicated this, compared to just 9% of businesses.

**Table 2: How did you first become aware of Trading Standards?**

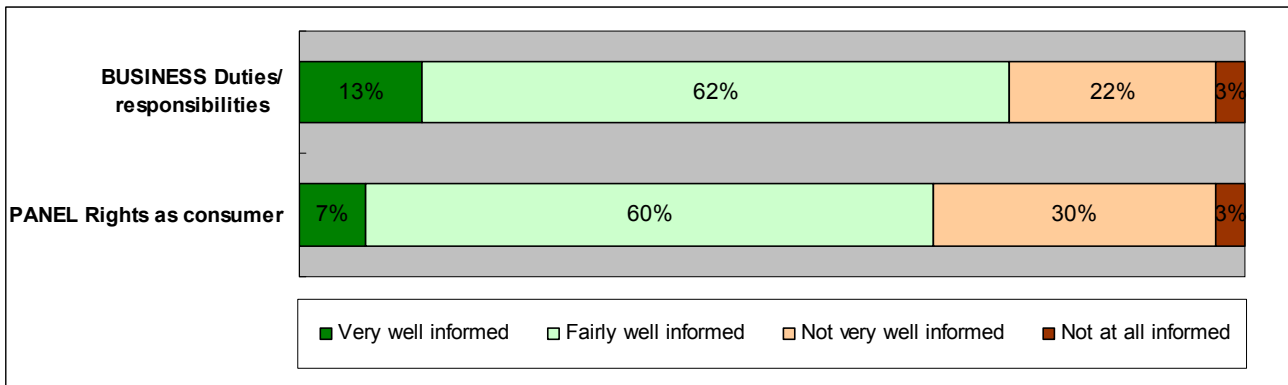
	<b>Panel</b>	<b>Businesses</b>
Word of mouth (eg friends or family)	35%	33%
Local radio	8%	4%
Local press coverage	27%	9%
From someone in a Council service	11%	16%
Adverts in libraries or Council offices	14%	16%
Leaflets in other public places	16%	13%
Other (please write in below)	29%	31%
BASE	132	55

- 2.8. In addition to awareness of the Trading Standards service, the survey also looked at how well informed Panel members and businesses felt about Trading Standards issues. Specifically the survey asked Panel members about awareness of their rights as consumers, and asked businesses about their duties and responsibilities. Figure 2 below presents results.
- 2.9. Most respondents - both Panel members and businesses - indicated that they were at least fairly well informed about their rights or responsibilities. Specifically 75% of businesses felt informed about their duties and responsibilities, and 67% of Panel members felt informed about their rights as consumers.
- 2.10. However it is notable that few businesses or Panel members felt “very well informed” about their rights or responsibilities (13% and 7% respectively). Moreover, a sizeable proportion of both groups indicated that they felt they were not well informed about their rights or responsibilities - 25% of businesses and 33% of Panel members. For business respondents this lack of understanding focused primarily on changes to legislation. However issues around alcohol licencing, complaint handling and refunds were also mentioned and one respondent raised a very particular issue:

*Clarity on commercial to public transactions and commercial to commercial. Do same trading standards rules apply?*

- 2.11. Responses here are broadly consistent with findings in relation to awareness of the Trading Standards service itself, and together suggest there remains a significant minority of businesses and local residents who are relatively poorly informed about Trading Standards issues.

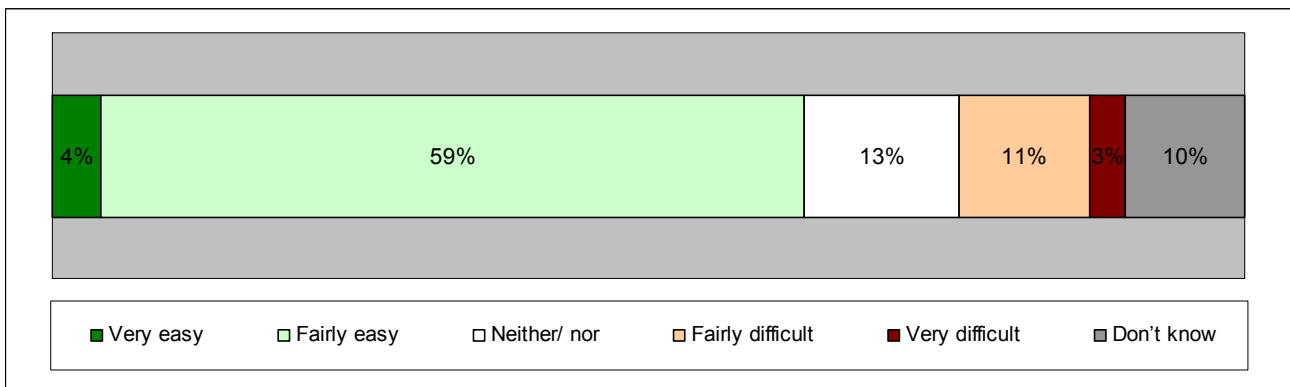
**Figure 2: How well informed are you about...?**



**Obtaining Information and Advice**

- 2.12. Finally in relation to awareness of Trading Standards issues, the survey sought views on issues around accessing Trading Standards related information. Specifically, the survey asked Panel members’ how easy or difficult they found accessing information on consumer rights (Figure 3), and asked businesses about how they would prefer to access Trading Standards information (Table 3).
- 2.13. The majority of Panel members found it relatively easy to access information or advice on these issues, with 63% indicating this. However, few respondents indicated that they found accessing this information “very easy” (4%) and there remained 14% who had experienced some difficulties here. Unsurprisingly, those who had difficulty accessing Trading Standards information tended to be less well informed about their consumer rights.
- 2.14. Responses from those who had experienced some difficulty accessing consumer information did highlight some issues with individuals seeking to access the Trading Standards service, and a small number of comments around the service “passing the buck” and being poorly coordinated. However these comments were in the minority; most indicated that they had little or no contact with the service and typically researched issues online rather than approach the service directly.

**Figure 3: Ease or difficulty of accessing information on consumer rights?**



- 2.15. Survey responses make it clear that written information delivered direct to businesses is the preferred means of accessing Trading Standards information. Specifically, as many as 69% of businesses indicated that they would like to receive hard copy information by letter, and 39% would like to receive information via email.
- 2.16. Other approaches were preferred by the minority of businesses. Accessing information via a website, visiting the Trading Standards Service in person and making contact by phone were each preferred by around 1 in 10 businesses.

**Table 3: How prefer to access information/ advice on Trading Standards issues?**

By letter	69%
By email	39%
Through a website	11%
Through a personal visit	10%
By phone	10%
By fax	3%
BASE	61



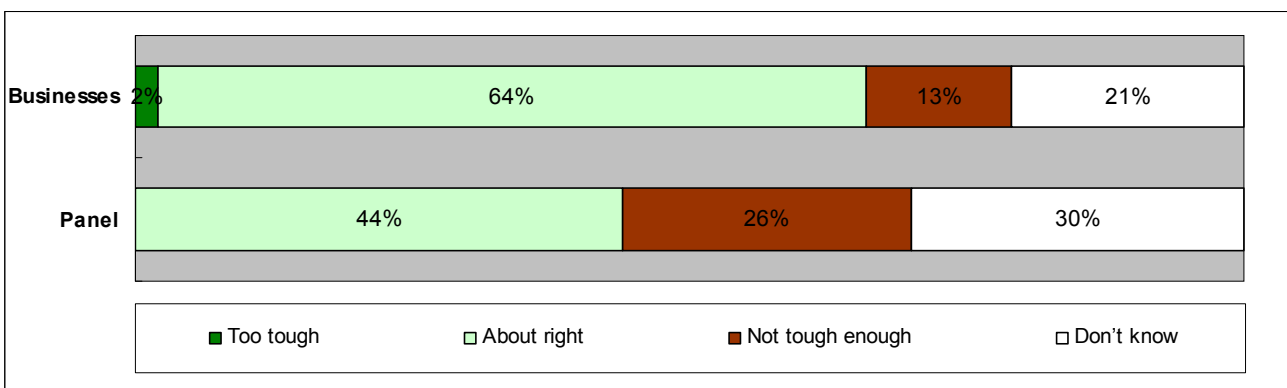
### 3. VIEWS ON TRADING STANDARDS SERVICES

- 3.1. Moving on from awareness of Trading Standards issues and the service, the survey next looked at views on the work of the Trading Standards Service itself. This included views on the Service’s overall approach to Trading Standards issues, and the perceived importance of key aspects of the Services’ activities.
- 3.2. All questions here were asked of both Panel members and businesses. In addition, questions on the approaches taken by the service and specific aspects of services provided were also asked of Trading Standards Service staff. We compare views expressed by Panel members, businesses and staff in relation to these questions at Figures 6 and 7.

#### Approach to Consumer Issues

- 3.3. The survey summarised the Trading Standards Service’s approach to its work as being a focus on issues that present the greatest risk to public safety and to local economic wellbeing, which could lead to enforcement of government standards through penalties or even prosecution. On this basis, Panel members and businesses were asked to indicate the extent to which they felt this approach struck the right balance (Figure 4).
- 3.4. Responses suggest that businesses and residents generally feel that the Service’s approach to Trading Standards issues is proportionate, although a significant proportion would like to see a tougher approach and some felt unable to give a clear view. Businesses in particular tended to agree that the Service’s approach was “about right”, with 64% indicating this. Relatively few business respondents felt that the service should be tougher in its approach (13%).
- 3.5. In contrast, fewer than half of Panel member respondents felt that the Service’s approach was “about right” (44%). Moreover, as many as 26% of Panel respondents suggested that they would like to see the Service take a tougher approach (26%).
- 3.6. Staff views were broadly in line with Panel members’ and businesses’ here, with 7 of the 8 staff members answering this question indicating that they thought that the Service’s approach was about right.

**Figure 4: How rate the Service's approach to Trading Standards issues?**



- 3.7. These differences in views were also evident in written comments received from respondents. The following comment is indicative of the generally positive views expressed by businesses;

*In my dealings with trading standards their manner over the phone and the quantitative approach is excellent. I believe the more power to their arm to enforce the law the better, as their depth of knowledge means one aspect of police work ie. investigation can be totally removed.*

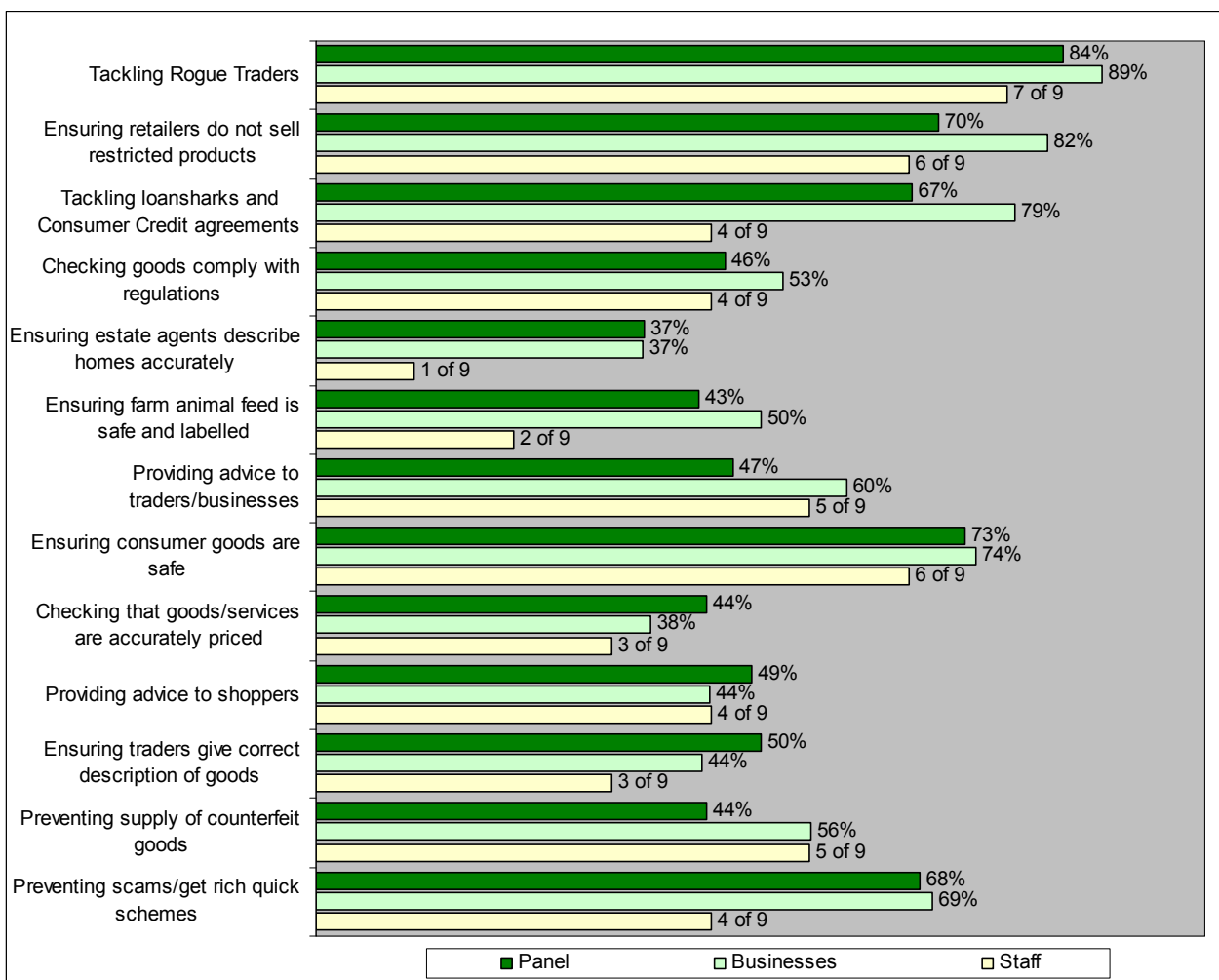
- 3.8. Some businesses did raise concerns regarding the Service's current approach to its work, but there was no clear consensus emerging from businesses' comments. Some suggested that the Service's work was insufficiently understood by businesses and local residents, and that activities to improve awareness and understanding of Trading Standards issues should be prioritised. However this contrasts with other comments that less resources should be spent on Service publicity – "patting themselves on the back" - and more emphasis should be placed on inspections.
- 3.9. Views expressed by Panel members tended to prefer a more stringent approach from the Service – "Be tough!". Nevertheless views were still mixed with some suggesting that measures taken by the Trading Standards Service should be tougher to act as an effective deterrent. There was also some suggestion that the Service should be more effective in providing information on the outcome of Trading Standards' actions such as prosecutions. Others focused on perceived differences in the quality of services provided – for example it was suggested that the Service was good where residents had received faulty goods, but less effective in dealing with complaints of poor customer service.

### **Views on Trading Standards Service Activities**

- 3.10. Next the survey looked at views on the importance of a range of specific activities undertaken by Trading Standards Services. This question was asked of Panel members, local businesses and service staff - results are presented in Figure 5 below.
- 3.11. There was general agreement across all groups about the importance of specific Trading Standards Service activities. It is important to note that respondents generally felt that all Service activities were important to some degree, but the following activities emerge as being rated as particularly important:
- Tackling rogue traders;
  - Ensuring retailers do not sell restricted products;
  - Ensuring consumer goods are safe;
  - Tackling loansharks and Customer Credit agreements; and
  - Preventing scams/ get rich quick schemes.
- 3.12. For each of these services, the majority of respondents indicated that they felt the activity was "very important" in addressing Trading Standards issues in Moray. However there were some significant variations in the extent to which different groups rated specific activities as important:

- Businesses typically saw ensuring retailers do not sell restricted products, tackling loansharks and Customer Credit agreements, and providing advice to businesses as particularly important;
- Panel members were more likely to rate providing shoppers with advice and ensuring traders give correct descriptions of goods as important activities. In contrast they typically saw preventing supply of counterfeit goods as less important than businesses; and
- Staff responses were broadly in line with those from Panel members and businesses, although it is notable that staff were less likely than others to see ensuring estate agents describe accurate descriptions of properties as important.

**Figure 5: % rating Trading Standards activities as “very important”**

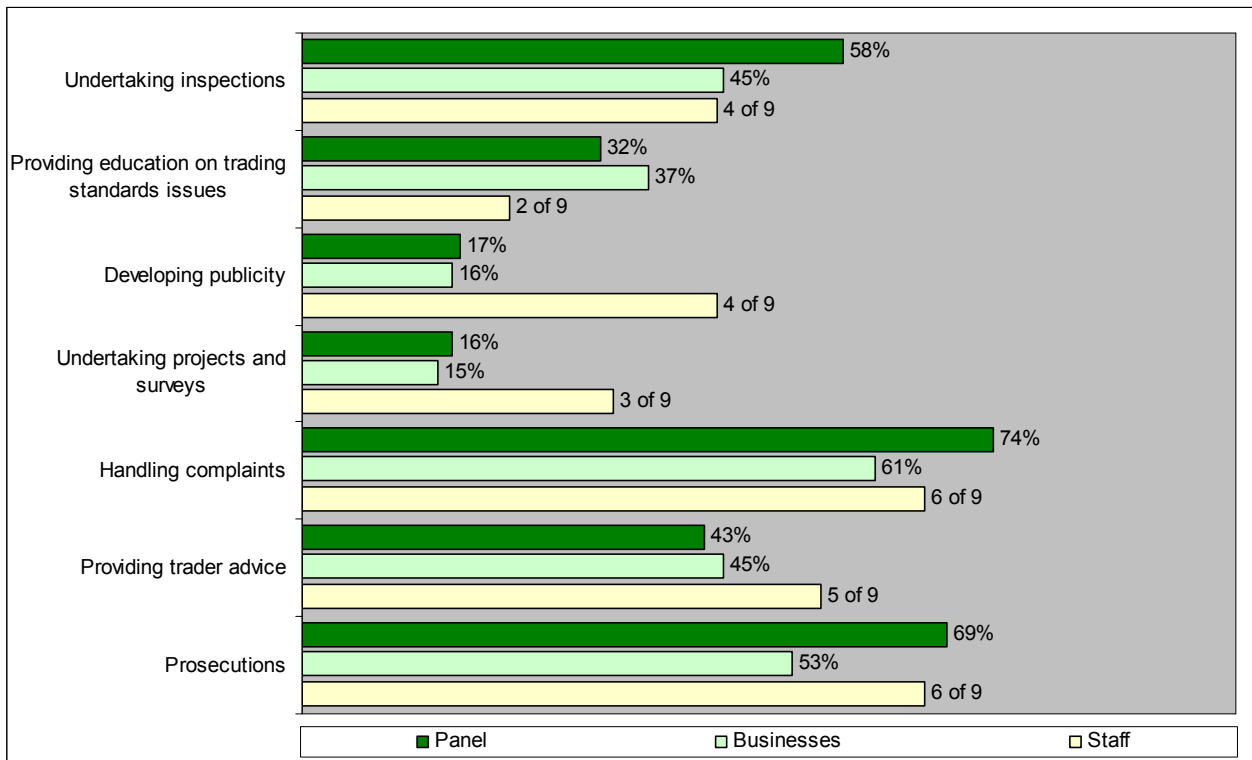


**Approaches taken by the Trading Standards Service**

3.13. Next the survey looked at views on a range of approaches taken by Trading Standards Services in undertaking the activities discussed above (Figure 6). Again this question was asked of Panel members, businesses and Service staff.

- 3.14. Views were somewhat more varied here, and it was clear that the specific approaches taken by the Trading Standards Services were generally seen as less important than the activities discussed above (Figure 5). Nevertheless the following approaches were clearly seen as most important by survey respondents, and indeed were the only approaches rated as “very important” by the majority of survey respondents:
- Handling Complaints;
  - Prosecutions; and
  - Undertaking inspections.
- 3.15. In contrast respondents typically saw undertaking projects or surveys and developing publicity as the least important approaches for Trading Standards Services, although staff were notably more positive about these approaches than Panel members or businesses. These views appear to be in contrast with findings reported in the previous section that identified a sizeable minority of Panel members in particular who appeared to have limited understanding of Trading Standards Services. This may suggest that a proportion of local residents may not feel it is especially important for them to have a good awareness of the Service and what it does.
- 3.16. There were some variations in the extent to which different groups rated specific approaches as important:
- Businesses typically saw providing education on trading standards issues as more important, and saw prosecutions as a less important approach;
  - Panel members were more likely to rate prosecutions, undertaking inspections and handling complaints as more important; and
  - Staff were more likely to rate developing publicity and undertaking projects and surveys as important.

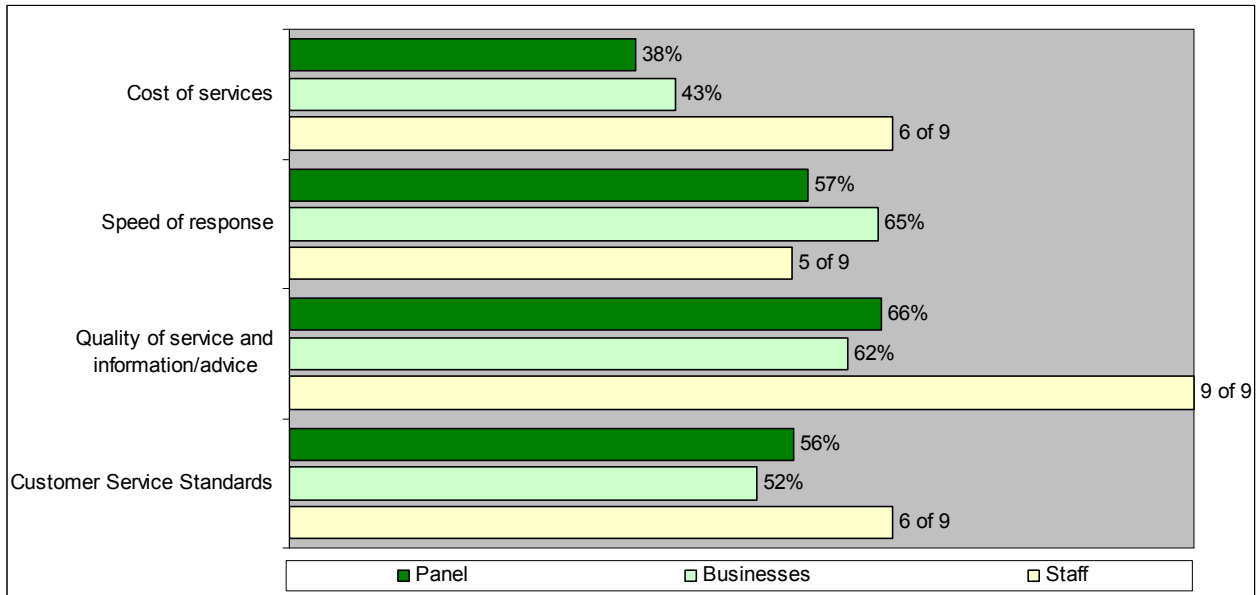
**Figure 6: % rating Trading Standards approaches as “very important”**



**Aspects of Trading Standards Services**

- 3.17. Finally in this section, the survey asked Panel members, businesses and staff to rate the importance of key aspects of services provided by Trading Standards in Moray. Findings are presented in Figure 7 over the page.
- 3.18. There was more of a consensus in views here, with the quality of services and information/advice generally seen as the most important aspect of Trading Standards services in Moray. Around 2 in 3 Panel members and businesses (66% and 62% respectively), and all Service staff rated this aspects of service as “very important”.
- 3.19. The speed of response and customer service standards were also seen as important elements for Trading Standards in Moray, with more than half of respondents rating these as “very important”.
- 3.20. The cost of Trading Standards services was generally seen as less important by Panel members and businesses. Only 38% of Panel members and 43% of businesses saw cost of services as “very important”. This contrasted with Service staff views, where the majority of respondents (6 of 9) felt that cost of services was important.

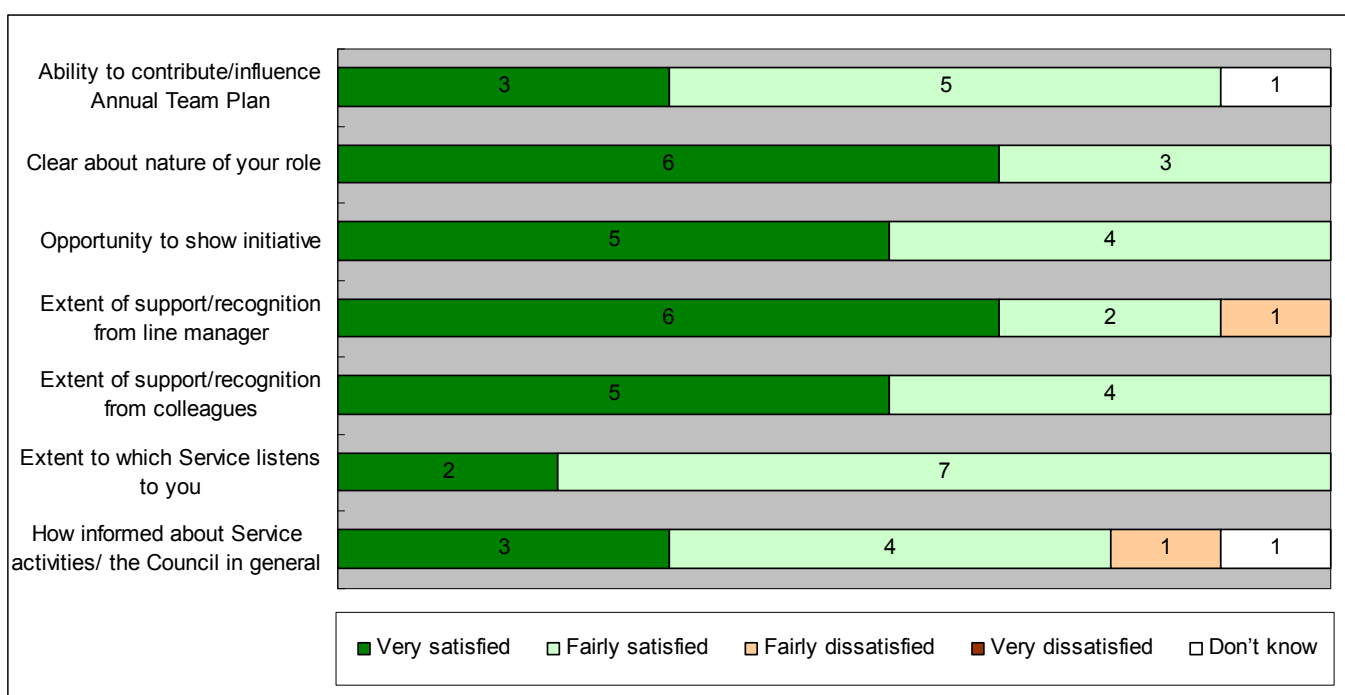
**Figure 7: % rating aspects of Trading Standards services as “very important”**



#### 4. WORKING FOR THE TRADING STANDARDS SERVICE

- 4.1. The survey included a number of questions specific to Trading Standards service staff, focusing on their experience of working for Trading Standards in Moray and areas where the Service performed well or less well for its staff.
- 4.2. First the survey looked at staff satisfaction with key aspects of their employment and working life with Trading Standards (Figure 8),. Although it is important to note that staff respondent numbers are small, survey responses do suggest that staff are generally satisfied with most aspects of their employment.
- 4.3. Satisfaction appears particularly strong in relation to how clear staff are about the nature of their role (6 very satisfied), about opportunities to show initiative ( 5 very satisfied), and about support or recognition from colleagues (5 very satisfied). None of the staff responding to the survey indicated that they were dissatisfied with any aspects of their employment.
- 4.4. Similarly, no staff reported dissatisfaction in relation to their ability to influence the Annual team Plan (although one staff member answered “don’t know” here) or in relation to whether the Service listens to staff.
- 4.5. The only two areas where some dissatisfaction was reported were how informed staff feel about Service activities and the Council in general, and the extent of support or recognition from line managers. In relation to both aspects, one staff member indicated that they were “fairly dissatisfied”, although it should also be noted that 6 of the remaining 8 staff members were “very satisfied” with support from their line manager.

**Figure 8: Staff satisfaction with key aspects of employment**



- 4.6. The survey also gave staff the opportunity to identify areas where they felt the Trading Standards Service performed particularly well for staff, and areas where they felt the Service could improve. We set out the main points emerging in turn below.
- 4.7. In terms of where the Service performs particularly well staff mentioned both specific Trading Standards activities where they felt they provided a good service, and also more general employment issues such as workplace culture and communication.
- 4.8. Consumer advice was the activity where staff appeared generally positive about the Service's performance, with money advice also being mentioned here. More generally in relation to services being provided to local residents and businesses, one respondent also highlighted communication and providing advice to customers as a particular strength for the Service.
- 4.9. Communication was also mentioned as a positive for the Service more generally in relation to organisational culture. Communication within and between teams was particularly important for some respondents, who praised both the "open door" policy in accessing managers and also their line manager being "open and honest with the team".
- 4.10. One respondent also highlighted the importance of communication and good working relationships within the Service in terms of sharing knowledge with colleagues. It was noted that teams are encouraged to develop and maintain better working relationships through "team walking", and the general workplace atmosphere was seen as a positive by some respondents.
- 4.11. Staff development was also mentioned by one respondent as being an area of strength. In this regard the availability of training opportunities and potential for progression within the Service were both mentioned as positives, and were clearly valued by staff.
- 4.12. Turning to areas where the Service could improve, staff again identified both Specific Service activities and more general employment issues. However it should be noted that fewer staff identified areas for improvement than reported areas where the Service is doing well, and in general the survey identified fewer negative issues than positive.
- 4.13. In relation to Service activities respondents highlighted issues with information gathering, specifically on the accuracy of information held by the Service and also the "out of date" UNIFORM system. The perceived need for a national intelligence database and better communication with Service users and other Councils was also mentioned. In this regard it was also suggested that more should be done to promote and publicise the Service.
- 4.14. Although praised by some staff, there remained four respondents who felt that communication and knowledge sharing should be improved by the Service. This was typically with regard to communication between Trading Standards and other departments or services, communication within the Trading Standards service itself was also mentioned. One respondent also suggested that awareness of what other Council departments were doing was relatively poor.



- 4.15. Feedback on staff performance and how management addressed issues or problems within the team were both mentioned as potential areas for improvement. In this regard, some respondents raised concerns around the Service using “a group approach to deal with a problem that was specific to one individual”. It was suggested that this was not an appropriate approach, and that the Service should focus on “address[ing] problems with staff members specifically to that person and not a group”.

## **5. IMPROVING THE MORAY TRADING STANDARDS SERVICE**

- 5.1. In addition to staff views on how the Service could improve experience for staff (see previous section), the survey also gave Panel members, businesses and staff the opportunity to comment on how the Trading Standards Service could be improved for customers.
- 5.2. In general businesses appeared to be the most satisfied with the service; very few specific improvements were mentioned by businesses, and indeed some indicated that they would have few improvements to make. Panel members accounted for the majority of responses to this section of the survey, while 2 staff members suggested potential improvements for the Service.
- 5.3. It should be noted that across both Panel member and business responses, some seemed to feel unable to suggest improvements due to a lack of direct experience of the Service or limited knowledge of consumer issues. Moreover, as a result of the limited number of responses from businesses and staff it is not possible to identify improvements recommended by specific survey groups. Rather we outline the main issues and suggestions in turn below.

### ***Inspections, enforcement and prosecutions***

- 5.4. Enforcement was generally seen as an important Service activity, and a significant number of respondents suggested that Trading Standards could be improved by taking a tougher approach or through being empowered to do so. Some comments here suggested that respondents feel Trading Standards officers are too “deskbound” and that greater emphasis should be placed on officers being “in the field” making inspections. One business respondent saw greater enforcement as having wider positive effects:

*I believe the more power to their arm to enforce the law, the better as their depth of knowledge means one aspect of police work (i.e. investigation) can be totally removed.*

- 5.5. Another respondent touched upon a wider perception that legislation or policy restricts Trading Standards from taking action unless a complaint had been lodged. In this case the respondent suggested a relatively detailed and specific set of improvements they would like to see in relation to misleading advertisements:

*Investigate and pursue misleading advertisements without receiving complaint first before action e.g. retail outlets advertising inclusive postage and packaging in purchases from "mainland UK" and then charging P and P for mainland Northern Scotland.*

- 5.6. Suggestions that enforcement should be improved seemed to be motivated in part by a view that the Service should focus on preventative measures, including in relation to better information and publicity discussed later in this section. Some respondents suggested a “name and shame” approach which identified “questionable companies” to better inform consumer choices. Also in this regard, another respondent suggested that wider and higher profile publicity of prosecutions could both raise awareness of the Service and act as a deterrent to organisations.
- 5.7. There was also a more general view that the Service should increase staff numbers and improve training to ensure actions taken were more effective - particularly in relation to enforcement.

### ***Accessibility and dealing with clients***

- 5.8. A number of respondents felt that there could be further improvements in the way Trading Standards interacted with customers. This included both businesses and local residents, but there was a view that particular steps should be taken to ensure that the Service is accessible for local residents who may be most likely to experience Trading Standards issues in the future. “Vulnerable groups” such as older people were mentioned here as a priority for better information and greater awareness of the Service:

*Council services could make older people aware of rogue traders, scams, etc by raising the subject on routine visits.*

- 5.9. Similar points were made in relation to how customers might physically access the Service. One respondent made quite detailed comments on the kinds of changes they would like to see:

*In Elgin they should be in a building with more space. Having a more distinctive front entrance and window display area. The present office has much information inside the building; it should be on view to the passing public gaze!*

- 5.10. Also in relation to making the Service accessible to customers, a number of respondents suggested an advertised Trading Standards helpline.
- 5.11. Both businesses and Panel respondents emphasised the importance of seeing complaints and queries dealt with quickly and efficiently, without it seeming like the Service was “passing the buck”. Although the speed of response to queries was praised by some, others suggested that more could be done to improve this. This included suggestions from staff that moving the Service away from the current UNIFORM system could improve the efficiency with which the Service handles enquiries.

### ***Promotion, information and publicity***

- 5.12. Many respondents felt that the type of work undertaken by Trading Standards was not widely understood, and that more could be done to raise public awareness. As is noted above at 5.9, one respondent felt that Service premises (in Elgin) could be a barrier here. Also in relation to physical access to the Service, respondents suggested that more effective use of libraries and home visits. One respondent also suggested the Service set up workshops to inform local people what Trading Standards mean, and how they could go about making a complaint.
- 5.13. However most suggestions focused on other means of publicising or accessing the Service. These included a better online service, more widespread distribution of leaflets and brochures and better use of the local press to improve awareness and understanding of the Service:

*[I do] however feel most of the general public are unaware of many of these duties done by Trading Standards. Could be advertised better to all, not just those looking for a service from them.*

## **APPENDIX: SURVEY FREQUENCIES**

# Trading Standards Service Consultation 2009/10

## CITIZENS' PANEL

### Q0.a Reference Number

100%

### Q1. Before receiving this survey, how aware or unaware were you of The Council's Trading Standards Service? Please circle ONE only

- 25% Fully aware, have had dealings with the service
- 51% Know what the service does, but no direct experience
- 15% Heard of the service, but don't really know what it does
- 9% Unaware/ never heard of the service

### Q2. If you have been in touch with or are aware of the Council's Trading Standards Service, can you remember how you heard about the service? Please circle ALL that apply

- 35% Word of mouth (eg friends or family)
- 8% Local radio
- 27% Local press coverage
- 11% From someone in a Council service
- 14% Adverts in libraries or Council offices
- 16% Leaflets in other public places
- 29% Other (please write in below)
- other...
- 100%

### Q3. How informed do you feel about your rights as a consumer, for example if you are sold a faulty product or receive a poor service? Please circle ONE only

- 7% Very well informed
- 60% Fairly well informed
- 30% Not very well informed
- 3% Not at all informed

### Q3.a Thinking about your answer here, are there particular consumer rights that you would like to be better informed about? Please write in below

100%

**Q4.** How easy or difficult do you think it is to get information or advice about what you are entitled to if you are sold a faulty item or receive a poor service? Please circle ONE only

- 4% Very easy
- 59% Fairly easy
- 13% Neither/ nor
- 11% Fairly difficult
- 3% Very difficult
- 11% Don't know

**Q4.a** Thinking about your answer here, are there particular difficulties you have in getting information or advice on consumer issues? Please write in below

100%

**Q5.** The Service's approach is to focus on issues that present the greatest risk to public safety and to local economic wellbeing. In some circumstances - such as repeated offences or reckless acts that could affect public safety - this includes enforcement action and prosecution.

Based on this description, how would you describe the Service's approach to consumer issues in Moray? Please circle ONE only

- 0% Too tough
- 44% About right
- 26% Not tough enough
- 30% Don't know

**Q5.a** Do you have any other comments to make about the Service's approach to consumer issues? Please write in below

100%

**Q6. Below is a list of the activities carried out by Trading Standards. Please indicate how important or unimportant you think each of these are in Moray. Please circle ONE option for each activity**

	Very important	Fairly important	Not very important	Not at all important
Tacking Rogue Traders, eg shoddy home repairs or doorstep crime	84%	15%	1%	0%
Ensuring retailers do not sell restricted products such as cigarettes or fireworks to young persons	70%	27%	3%	0%
Tackling loansharks and Consumer Credit agreements	67%	30%	3%	0%
Checking goods comply with Weights & Measures law, eg petrol pumps, bags of coal or prepacked food	46%	50%	5%	0%
Ensuring Estate Agents describe homes accurately	37%	44%	18%	1%
Ensuring Farm Animal Feed is safe and properly labelled	43%	44%	10%	3%
Providing advice to traders and business to help them comply with the law	47%	47%	6%	1%
Ensuring consumer goods are safe	73%	26%	1%	0%
Checking that goods and services are accurately and properly priced	44%	45%	11%	1%
Providing advice to shoppers, eg on faulty goods or poor service	49%	44%	6%	1%
Ensuring traders give correct descriptions of goods and services	50%	44%	6%	0%
Preventing supply of counterfeit goods, eg clothes, DVDs	44%	44%	11%	1%
Preventing scams and get rich quick schemes	68%	26%	5%	1%

**Q7. Trading Standards carries out its work in the different ways listed below, although some take more time or resources than others. Please indicate how important or unimportant you think each of the approaches are. Please circle ONE option for each activity**

	Very important	Fairly important	Not very important	Not at all important
Undertaking inspections	58%	40%	2%	0%
Providing education on trading standards issues	32%	58%	11%	0%
Developing publicity	17%	60%	21%	1%
Undertaking projects and surveys	16%	50%	32%	1%
Handling complaints	74%	25%	1%	0%
Providing trader advice	43%	55%	1%	1%
Prosecutions	69%	28%	2%	1%

**Q8. And thinking about the services that Trading Standards provides, how important or unimportant are the following? Please circle ONE option for each**

	Very important	Fairly important	Not very important	Not at all important
Cost of services	38%	58%	3%	0%
Speed of response	57%	41%	2%	0%
Quality of service and information/ advice	66%	32%	2%	0%
Customer Service Standards	56%	42%	2%	0%



**Q9. Do you have any suggestions for how the service provided by Trading Standards could be improved ? Please write in below**

100%

**10. We may wish to contact Panel members to discuss their views in more detail, for example through a short telephone interview. This would be conducted by someone from Craigforth or from the Trading Standards Service. Would you be interested in taking part? If yes, please write in your name and telephone number below.**

100%

Name

100%

Telephone Number

**11. Administrative area**

14% BUCKIE

13% ELGIN

16% FOCHABERS

15% FORRES

10% KEITH

16% LOSSIEMOUTH

16% SPEYSIDE

**12. Age of respondent**

25% UNDER 45

22% 45 - 54

30% 55 - 64

23% 65+

**13. Housing tenure**

83% OWNER OCCUPIED

13% SOCIAL RENTED

5% PRIVATE RENTED/ OTHER

**14. Gender**

48% MALE

52% FEMALE

# Trading Standards Service Consultation 2009/10

## BUSINESSES

### Q0.a Reference Number

100%

### Q1. Before receiving this survey, how aware or unaware were you of The Council's Trading Standards Service? Please circle ONE only

- 45% Fully aware, have had dealings with the service
- 37% Know what the service does, but no direct experience
- 11% Heard of the service, but don't really know what it does
- 6% Unaware/ never heard of the service

### Q2. If you have been in touch with or are aware of the Council's Trading Standards Service, can you remember how you heard about the service? Please circle ALL that apply

- 33% Word of mouth (eg friends or family)
- 4% Local radio
- 9% Local press coverage
- 16% From someone in a Council service
- 16% Adverts in libraries or Council offices
- 13% Leaflets in other public places
- 31% Other (please write in below)
- other...
- 100%

### Q3. How informed do you feel about your duties and responsibilities as a business in relation to Trading Standards legislation? Please circle ONE only

- 13% Very well informed
- 62% Fairly well informed
- 22% Not very well informed
- 3% Not at all informed

### Q3.a Thinking about your answer here, are there particular aspects of your duties and responsibilities that you would like to be better informed about? Please write in below

100%

**Q4. How would you usually prefer to receive information or advice from Trading Standards in Moray?  
Please circle ALL that apply**

- 10% By phone
- 69% By letter
- 3% By fax
- 39% By email
- 11% Through a website
- 10% A personal visit

**Q5. The Service's approach is to focus on issues that present the greatest risk to public safety and to local economic wellbeing. In some circumstances - such as repeated offences or reckless acts that could affect public safety - this includes enforcement action and prosecution.**

**Based on this description, how would you describe the Service's approach to consumer issues in Moray? Please circle ONE only**

- 2% Too tough
- 64% About right
- 13% Not tough enough
- 21% Don't know

**Q5.a Do you have any other comments to make about the Service's approach to consumer issues?  
Please write in below**

100%

**Q6. Below is a list of the activities carried out by Trading Standards. Please indicate how important or unimportant you think each of these are in Moray. Please circle ONE option for each activity**

	Very important	Fairly important	Not very important	Not at all important
Tacking Rogue Traders, eg shoddy home repairs or doorstep crime	89%	8%	3%	0%
Ensuring retailers do not sell restricted products such as cigarettes or fireworks to young persons	82%	15%	3%	0%
Tackling loansharks and Consumer Credit agreements	79%	20%	2%	0%
Checking goods comply with Weights & Measures law, eg petrol pumps, bags of coal or prepacked food	52%	38%	10%	0%
Ensuring Estate Agents describe homes accurately	37%	50%	12%	2%
Ensuring Farm Animal Feed is safe and properly labelled	50%	35%	12%	3%
Providing advice to traders and business to help them comply with the law	60%	37%	2%	2%
Ensuring consumer goods are safe	74%	23%	2%	2%
Checking that goods and services are accurately and properly priced	38%	51%	11%	0%
Providing advice to shoppers, eg on faulty goods or poor service	44%	51%	5%	0%
Ensuring traders give correct descriptions of goods and services	44%	52%	5%	0%
Preventing supply of counterfeit goods, eg clothes, DVDs	56%	36%	8%	0%
Preventing scams and get rich quick schemes	69%	27%	3%	0%

**Q7. Trading Standards carries out its work in the different ways listed below, although some take more time or resources than others. Please indicate how important or unimportant you think each of the approaches are. Please circle ONE option for each activity**

	Very important	Fairly important	Not very important	Not at all important
Undertaking inspections	45%	53%	2%	0%
Providing education on trading standards issues	37%	45%	18%	0%
Developing publicity	16%	55%	26%	3%
Undertaking projects and surveys	15%	42%	39%	5%
Handling complaints	61%	39%	0%	0%
Providing trader advice	45%	52%	2%	2%
Prosecutions	52%	43%	5%	0%

**Q8. And thinking about the services that Trading Standards provides, how important or unimportant are the following? Please circle ONE option for each**

	Very important	Fairly important	Not very important	Not at all important
Cost of services	43%	54%	2%	2%
Speed of response	65%	33%	2%	0%
Quality of service and information/ advice	62%	37%	2%	0%
Customer Service Standards	52%	45%	3%	0%

**Q9. Do you have any suggestions for how the service provided by Trading Standards could be improved? Please write in below**

100%

**Q10. We may wish to contact businesses to discuss their views in more detail, for example through a short telephone interview. This would be conducted by someone from Craigforth or from the Trading Standards Service. Would you be interested in taking part? If yes, please write in your name and telephone number below.**

100%

Name

100%

Telephone Number

**11. Type of business**

24% Farm & Wholesale

76% Retail

# Trading Standards Service Consultation 2009/10

## SERVICE STAFF

**Q1.** In which part of Trading Standards do you currently work? Please circle ONE only

- 4 Enforcement & Advice
- 4 Money Advice & Licensing
- 1 Other

**Q2.** The Service would like to get a better understanding of staff views on the issues listed below. Considering your experience of working in the Service, please indicate how you feel about the following. Please circle ONE option for each

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Your ability to contribute to and influence the Annual Trading Standards Team Plan	3	5	0	0	1
How clear you are about the nature of your role in the Service	6	3	0	0	0
Opportunity for you to show initiative in work related projects	5	4	0	0	0
The extent of support and recognition from your line manager	6	2	1	0	0
The extent of support and recognition from your colleagues	5	4	0	0	0
The extent to which the Service listens to how you feel about things that affect your work	2	7	0	0	0
How you are informed about Service activities and about the Council in general	3	4	1	0	1

**Q3.a** The Trading Standards Service is always looking to build on the areas where we perform well for staff, and address areas where we do less well. To help us do this please write in below three areas where you think we do well.

- 8
- 1
- 7
- 2
- 7
- 3

**Q3.c** And now please tell us three areas where we need to improve.

- 7
- 1
- 5
- 2
- 2
- 3

**Q4.** The Service’s approach is to focus on issues that present the greatest risk to public safety and to local economic wellbeing. In some circumstances - such as repeated offences or reckless acts that could affect public safety - this includes enforcement action and prosecution.

Based on this description, how would you describe the Service’s approach to consumer issues in Moray? Please circle ONE only

- 0 Too tough
- 7 About right
- 1 Not tough enough
- 0 Don’t know

**Q4.a** Do you have any other comments to make about the Service’s approach to consumer issues? Please write in below

2

**Q5.** Below is a list of the activities carried out by Trading Standards. Please indicate how important or unimportant you think each of these are in Moray. Please circle ONE option for each activity

	Very important	Fairly important	Not very important	Not at all important
Tacking Rogue Traders, eg shoddy home repairs or doorstep crime	7	2	0	0
Ensuring retailers do not sell restricted products such as cigarettes or fireworks to young persons	6	3	0	0
Tackling loansharks and Consumer Credit agreements	4	4	1	0
Checking goods comply with Weights & Measures law, eg petrol pumps, bags of coal or prepacked food	4	5	0	0
Ensuring Estate Agents describe homes accurately	1	6	2	0
Ensuring Farm Animal Feed is safe and properly labelled	2	7	0	0
Providing advice to traders and business to help them comply with the law	5	4	0	0
Ensuring consumer goods are safe	6	3	0	0
Checking that goods and services are accurately and properly priced	3	4	2	0
Providing advice to shoppers, eg on faulty goods or poor service	4	5	0	0
Ensuring traders give correct descriptions of goods and services	3	6	0	0
Preventing supply of counterfeit goods, eg clothes, DVDs	5	4	0	0
Preventing scams and get rich quick schemes	4	3	2	0

**Q6. Trading Standards carries out its work in the different ways listed below, although some take more time or resources than others. Please indicate how important or unimportant you think each of the approaches are. Please circle ONE option for each activity**

	Very important	Fairly important	Not very important	Not at all important
Undertaking inspections	4	5	0	0
Providing education on trading standards issues	2	7	0	0
Developing publicity	4	4	1	0
Undertaking projects and surveys	3	4	2	0
Handling complaints	6	3	0	0
Providing trader advice	5	4	0	0
Prosecutions	6	3	0	0

**Q7. And thinking about the services that Trading Standards provides, how important or unimportant are the following? Please circle ONE option for each**

	Very important	Fairly important	Not very important	Not at all important
Cost of services	6	2	1	0
Speed of response	5	4	0	0
Quality of service and information/ advice	9	0	0	0
Customer Service Standards	6	3	0	0

**Q8. Do you have any suggestions for how the service provided to Trading Standards' clients could be improved? Please write in below**

2