

WORCESTERSHIRE DISTRICT COUNCILS AND COUNTY COUNCIL

WORCESTERSHIRE REGULATORY SERVICES

MEETING OF THE WORCESTERSHIRE SHARED SERVICES JOINT COMMITTEE

THURSDAY 27TH JUNE 2013 AT 5.30 P.M.

THE COMMITTEE ROOM, THE COUNCIL HOUSE,
BURCOT LANE, BROMSGROVE

MEMBERS: Bromsgrove District Council: Councillor C. B. Taylor
Bromsgrove District Council: Councillor M. A. Bullivant
Malvern Hills District Council: Councillor Mrs. B. Behan
Malvern Hills District Council: Councillor D. Hughes
Redditch Borough Council: Councillor J. Fisher
Redditch Borough Council: Councillor B. Clayton
Worcester City Council: Councillor Mrs. L. Denham
Worcester City Council: Councillor R. Berry
Worcestershire County Council: Councillor Mrs. L. Hodgson
Worcestershire County Council: Councillor A. Blagg
Wychavon District Council: Councillor R. Davis
Wychavon District Council: Councillor K. Jennings
Wyre Forest District Council: Councillor M. Hart
Wyre Forest District Council: Councillor P. Harrison

AGENDA

1. Election of Chairman
2. Election of Vice-Chairman
3. To receive apologies for absence and notification of substitutes
4. Declarations of Interest
5. To confirm the accuracy of the minutes of the meeting of the Worcestershire Shared Services Joint Committee held on 21st February 2013 (Pages 1 - 6)
6. Worcester City Pilot for revised Service Delivery (Pages 7 - 8)
7. Worcestershire Regulatory Services Budget Monitoring April 2012 - March 2013 (Pages 9 - 30)

8. Worcestershire Regulatory Services Annual Report 2013 / 2014 (Pages 31 - 72)
9. Worcestershire LEP/WRS Charter Action Plan (Pages 73 - 84)
10. Worcestershire Regulatory Services Contribution to Worcestershire Health and Well Being Strategy (Pages 85 - 110)
11. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman considers to be of so urgent a nature that it cannot wait until the next meeting

K. DICKS
Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

19th June 2013

BROMSGROVE DISTRICT COUNCIL

MEETING OF THE WORCESTERSHIRE SHARED SERVICES JOINT COMMITTEE

THURSDAY, 21ST FEBRUARY 2013 AT 4.33 P.M.

PRESENT: Councillors M. Hart (Chairman), D. Thain (Vice-Chairman), C. B. Taylor (during Minute No's part of 38/12 to 42/12), M. A. Bullivant, Mrs. B. Behan, D. Hughes, M. Braley, P. Mould, Mrs. L. Hodgson, K. Jennings and P. Harrison

Observers: Ruth Mullen, Corporate Director – Service Delivery, Worcester City Council and Mr. I. Pumfrey, Head of Customer Services, Malvern Hills District Council

Invitees: Mr. D. Trafford, Key Account Manager, Idox

Officers: Mr. S. Jordan, Ms. C. Flanagan, Mr. M. Kay, Mr. S. Wilkes, Mr. M. Thomas, Ms. S. Morgan and Mrs. P. Ross

35/12 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors J. Riaz, Worcester City Council, A. N. Blagg, Worcestershire County Council and Mrs. E. Stokes, Wychavon District Council.

36/12 DECLARATIONS OF INTEREST

No declarations of interest were received.

37/12 MINUTES

The minutes of the meeting of the Worcestershire Shared Services Joint Committee held on 22nd November 2012 were submitted.

RESOLVED that the minutes be approved as a correct record.

38/12 ICT IMPLEMENTATION - HIGHLIGHT, PRESENTATION FROM MARTIN THOMAS, PROJECT MANAGER

The Joint Committee received a presentation from Mr. M. Thomas, Project Manager in respect of the ICT Implementation – Highlight. The presentation provided an overview of the ICT project. Mr. Thomas informed Members that the ICT project had started in September 2012 and was moving at a rapid pace. Project Governance was in place with fortnightly Project Board meetings and weekly checkpoint meetings being held. After looking at the amount of resources involved from Worcestershire Regulatory Services

(WRS) officers, and mitigating the risks; it was agreed that data scoping would be transferred to Idox. WRS had liaised with key agencies in respect of training required and a core team would be trained in order to deliver training. Mr. Thomas highlighted to the Committee that all risks were being monitored and mitigated and the overall project status was Green.

The Head of Worcestershire Regulatory Services responded to Members' questions with regard to the mobile devices to be used and remote printing facilities. Members were informed that a preferred supplier for the mobile hand held devices had been sourced, and that the devices would be purchased on a business based need and not on personal requirements. Each hand held device would be linked to a document management system, which would enable users to retrieve any cleansed historical data stored, send emails, letters or reports to customers or request printed documents to be forwarded to customers.

The Chairman thanked Mr. Thomas for his presentation.

(A copy of the presentation is attached at Appendix 1 for information).

39/12 **WORCESTERSHIRE REGULATORY SERVICES PERFORMANCE DATA - QUARTER 3, 2012/2013**

Members were asked to note the Performance Data - Quarter 3, 2012 / 2013 report produced by officers who were currently working in Worcestershire Regulatory Services experimental Intelligence Unit.

The Head of Worcestershire Regulatory Services (WRS) informed Members that officers would appreciate feedback on the performance report as to the usefulness of the information provided and if Members required any further information to be included in future performance reports. The Head of WRS highlighted that producing the report, from such a wide range of systems had been time consuming, but once a single database was operational it would be more straight forward.

Mr. S. Wilkes, Business Manager, WRS introduced the report and in doing so informed Members that performance remained at an acceptable level during this time. The report highlighted performance in a range of areas with district specific information where possible. The report included the Top 5 consumer complaint categories for each partner authority. The Business Manager (WRS) responded to Members' questions in respect of the planning information detailed in the report for each partner authority; and explained that the information provided was a reflection of the support provided to planning teams and not the number of planning applications. Planning teams could request from WRS a whole range of information dependant on the complexity of individual planning applications, for example noise, vibration, land contamination and air quality.

In response to Councillor K. Jennings, the Business Manager (WRS) informed the Committee that he would look to include in future performance reports, the

number of new cases received and incidents dealt with, therefore providing Members with a comparison on previous quarters.

Following further discussion, and with Members aware that performance data currently had to be extracted from nine different databases, officers agreed to scope the following information being included in future performance reports:

- Licensing Information and taxi data
- Number of food hygiene and safety inspections per district
- Detailed information on where good / bad premises were located within a district

RESOLVED that, subject to officers scoping the additional information to be included in future reports, as detailed in the preamble above, the Worcestershire Regulatory Services, Performance Data - Quarter 3, 2012/2013 be noted.

40/12 **IDOX AND WORCESTERSHIRE REGULATORY SERVICES -
PRESENTATION FROM DAVE TRAFFORD, KEY ACCOUNT MANAGER**

The Joint Committee received a presentation from Mr. D. Trafford, Key Account Manager, Idox, suppliers of the Worcestershire Regulatory Services integrated IT solution.

Mr. Trafford informed the Committee that Idox was a provider of software solutions to local government who currently provided and supported software solutions for approximately 320 local authorities throughout the United Kingdom.

The presentation provided Members with information on 'What Worcestershire Regulatory Services brings' and 'What Idox brings' to the partnership relationship. Mr. Trafford highlighted that during an initial meeting in May 2012, officers from Worcestershire Regulatory Services (WRS) had explained and detailed the 'Systems Thinking' approach, which had taken place within the service, and this had struck a chord with Idox who had been impressed with the innovation shown by WRS. All WRS staff worked well with lots of intense activity. The IT Solution was not just a traditional Environmental Health, Trading Standards or Licensing system; it was a system that was flexible and able to support both customers and staff. A fully integrated solution with the ability to share data with other organisations and able to support a multi-skilled, mobile workforce.

Mr. Trafford responded to Members' questions and in doing so informed the Committee that a high percentage of the delivery and cost of developing the innovative solution was being met by Idox, however WRS would receive some recompense in providing the IT Solution to other local authorities.

The Chairman thanked Mr. Trafford for his presentation.

(A copy of the presentation is attached at Appendix 2 for information).

41/12 **WORCESTERSHIRE REGULATORY SERVICES SERVICE PLAN 2013 / 2014**

The Committee considered a report that outlined the way in which the Worcestershire Regulatory Services activities linked to National and Local Priorities taken from the relevant Sustainable Community Strategies.

The Head of Worcestershire Regulatory Services (WRS) introduced the report and in doing so informed the Committee that under the Worcestershire Shared Services Partnership, Service Level Agreement; WRS would normally produce a three year service plan, for adoption by all partner authorities. Since the operating environment was undergoing rapid change and the financial situation beyond 2014 was so uncertain, the Management Board had agreed for a one year service plan to be produced.

Mr. M. Kay, Business Manager, WRS, informed the Committee that the WRS Service Plan 2013/2014 provided a clear picture of the challenges ahead and included an Executive Summary. The streamlined suite of outcomes and measures, as detailed in the service plan, were a departure from the usual Local Government performance indicators, this new approach reflected what was important to the customer and had been developed through the Management Board and Joint Committee.

The Head of WRS responded to Councillor K. Jennings in respect of item 6, Finance, as detailed in the service plan, and agreed to provide further details to the next meeting of the Joint Committee, with regard to the potential of a one year pilot of modified service standards for Worcester City Council.

The Head of WRS informed the Committee that the Business Continuity, as detailed in the report, would be presented to the Joint Committee during early 2013.

Further discussion followed with regard to Audit Arrangements, joint scrutiny arrangements, as detailed on page 32 of the report. Wychavon District Council's, Scrutiny Committee had proposed a joint scrutiny of Worcestershire Regulatory Services. All of the shared service partner authorities with the exception of Worcestershire County Council had agreed to participate in the proposed joint scrutiny. The Head of WRS was tasked to provide the following information to the next meeting of the Joint Committee in respect of the proposed joint scrutiny of WRS:-

- The agreed Terms of Reference for any proposed joint scrutiny arrangement of Worcestershire Regulatory Services; and
- The Joint Committee's involvement in any proposed joint scrutiny arrangement of Worcestershire Regulatory Services.

RESOLVED:

- (a) that the Head of Worcestershire Regulatory Services be tasked to provide further details to the next meeting of the Joint Committee, with

- regard to the potential of a one year pilot of modified service standards for Worcester City Council; and
- (b) that the Head of Worcestershire Regulatory Services be tasked to provide the information, as detailed in the preamble above, in respect of the proposed joint scrutiny arrangements of Worcestershire Regulatory Services to the next meeting of the Joint Committee; and
 - (c) that the Worcestershire Regulatory Services, Service Plan, 2013/2014 be approved.

42/12 **WORCESTERSHIRE REGULATORY SERVICES FINANCIAL MONITORING**
APRIL - NOVEMBER 2012

The Committee were asked to consider a report which detailed the financial position for the period April to November 2012.

The Financial Services Manager introduced the report and in doing so informed Members of the revenue monitoring current underspend of £164,000 and a predicted year end saving of £193,000; and the reasons for the underspend. Member's attention was drawn to page 66 of the agenda and the revised charging for 2013/2014. It had been anticipated that a review of charging would be undertaken by April 2013. Officers continued to work through the options and variable methods of reallocating costs and it was proposed that a formal review would be completed by June 2013.

RESOLVED:

- (a) that an extension until June 2013 of the basis of charging, be approved; and
- (b) that the financial position for the period April to November 2012 be noted.

The meeting closed at 5.47 p.m.

Chairman

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Joint Committee 27th June 2013

Title: Worcester City Pilot for revised Service Delivery

Recommendation

That the report be noted and a further report be brought forward at the completion of the 3 month pilot detailing projected cost savings (if any) and any other associated issues raised by the introduction on the changes.

Introduction

The joint Committee at their meeting on 22nd November 2012 agreed to sanction a pilot of amended service delivery for Worcester City with the objective of saving £40,000 during the financial year 2013/14.

Report

Work was started to see what areas of work would be suitable for such a pilot and at a meeting with Worcester City Officers on 30th January a suite of costed alternatives was suggested.

It was made clear at this meeting that certain areas of work would not be suitable for the pilot and that nothing within the pilot should result in more work for Worcester City.

Further work was carried out and Worcester were offered a "menu" of alternatives and this resulted in a meeting on 8th March when it was agreed to use planning consultations and some areas of nuisance (air pollution and accumulations) as the basis of the pilot. The aim was to reduce the number of planning applications Worcester City referred to WRS and promote self help to reduce the level of nuisance complaints being dealt with.

Written confirmation of these proposals was sent to Worcester City on 22nd March. On 19th April Worcester City Council reported that they could not proceed with the current proposal to reduce planning consultations and that an alternative needed to be found.

Final agreement was reached on May 29th and amounted to a 3 month pilot to:

- a) Reduce the number of planning consultations currently 150-200 per year by planning officers at

Worcester screening referrals.

- b) 3 areas on nuisance, (air pollution, drainage and accumulations of rubbish) not be dealt with at first contact but complainants be referred to Worcester City website and encouraged to self help.

It is proposed that with respect to nuisance complaints falling into the above categories complainants will be directed to the Worcester City web site and encouraged to self help i.e. approach persons causing nuisance and asking them to desist. To help with this templates of letters etc. will be placed on the website and the hope is that this will reduce the number of investigations WRs will have to carry out.

If the self help channel is found not to have provided a solution then if a further approach is made to WRS then it would be dealt with and investigated.

Monthly meetings to assess progress will be held and the pilot looked at after 3 months to see if it has achieved the purpose of reducing Worcester City costs and if so, by how much.

Contact point

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Background Papers

Joint Committee
27th June 2013

WORCESTERSHIRE REGULATORY SERVICES BUDGET MONITORING 2012/13

Recommendation

It is recommended that the Joint Committee:

- 1.1 note the financial position for the period April 2012 – March 2013
- 1.2 approve the refund of the 2012/13 underspend of £349k to the participating Councils, to be allocated on the % basis as detailed in the Business Case 2010/11. The total of £349k will be repaid in 2013/14 and equates to:

Council	% Share	Refund of savings £'000
Bromsgrove	11.05%	39
Malvern Hills	9.58%	33
Redditch	11.31%	39
City of Worcester	11.11%	39
Wychavon	16.55%	58
Wyre Forest	10.82%	38
Worcestershire	29.58%	103
		349

- 1.3 Approve the Annual Return to include the Accounting Statements for the Joint Committee for the period 1st April 2012 – 31st March 2013.

- 1.4 Note the Internal Audit Manager assurance statement for the financial year 2012/13 at Appendix 4.

**Contribution to
Priorities**

The robust financial management arrangements ensure the priorities of the service can be delivered effectively.

Introduction/Summary

This report presents the financial position for Worcestershire Regulatory Services for the period April 2012 – March 2013 together with the information required to enable members to

agree the formal annual return to be submitted to the External Auditors. The financial statements included in the Appendices include:

- Annual Revenue 2012/13 final position
- Annual Return 2012/13
- Annual and Projected Financial position of the ICT Information Management System.

The report also requests Members consider the savings that have accrued during the year and the proposal to return the savings realised from 2012/13.

Background

The approved budget for 2012/13 was £5.626m. This was increased to £5.661m to reflect the additional training reserve allocation of £35k as agreed in June 2012 and reflected a £347k reduction on the 2011/12 budget.

During the financial year a monthly financial report has been presented to the Management Board with a quarterly report considered by the Joint Committee.

The costs associated with the service include annual revenue and those relating to the ICT Management Information system . A detailed Revenue Monitoring Statement for the period April – March 2012/13 is attached at Appendix 1 and Appendix 5 details the expenditure on the management information system.

At the end of each financial year the accounts are closed and the Annual Return is prepared to enable the accounts to be audited. This document is a prescribed form which has to be completed and approved by the Joint Committee.

The accounts for 2012/13 will be audited by Grant Thornton (External Auditors) in August 2013.

Report

Revenue Monitoring

The revenue monitoring statement for 2012/13 is included at Appendix 1.

The final position of savings in relation to revenue costs is £349k. This underspend is mainly due to :

- Vacancies as a result of the recruitment to new posts (£245k). There was 1 post at a senior level not filled during the year.
- Reduced spend on premises and transport costs due to the savings realised from the move to Wyatt House together with officers working more efficiently in the use of their vehicles (£83k)
- Net additional income generated from charges for additional works and grant received (£20k)

Due to the level of the underspend together with the financial cuts that the participating Councils are faced with in the future, officers propose that the Joint Committee approve the refund of the 2012/13 savings of £349k back to the participating Councils in 2013/14.

It is proposed that the £349k is refunded in 2013/14 to the Councils based on the agreed % share as detailed in the Legal Agreement..

The total refund to each participating Council would be:

Council	% Share	Refund of savings £'000
Bromsgrove	11.05%	39
Malvern Hills	9.58%	33
Redditch	11.31%	39
City of Worcester	11.11%	39
Wychavon	16.55%	58
Wyre Forest	10.82%	38
Worcestershire	29.58%	103
		349

As members are aware the costs associated with severance that may result from future restructures were identified in the Business Case and factored into the funds to be released from participating Councils to ensure the service could be restructured to deliver future savings. There has been a requirement to fund £96k in 2012/13 for costs associated with redundancies within the service.

Appendix 1 also details the grants received by Regulatory Services for specific projects which would not have formed part of the original budget and therefore are shown separately.

Annual Return 2012/13

As in 2011/12, Worcestershire Regulatory Services Joint Committee has been classified as a small relevant body by the Audit Commission as the income is less than £6.5m. As a result of this classification the requirement of the formal accounting statements for 2012/13 is limited to the return as detailed in Appendix 2. For a small organisation, as defined, the Annual Return replaces the need to produce a lengthy Statement of Accounts which members will be aware are provided for the District and County Councils.

To enable Members and auditors to compare the revenue monitoring statement 2012/13 with the Annual Return a schedule has been included at Appendix 3 to detail, where

appropriate, how the Annual Return is completed.

The main variations between the return for 2011/12 and 2012/13 are:

- Reductions in balances brought forward due to refunds being made to participating Councils
- Reductions in all payments (Line 6) due to savings made across the service
- Increase in assets (Line 9) due to ongoing expenditure on the information management system
- Borrowings (Line 10), this reflects the costs associated with the finance leases payable on the vans

The Governance Statement and Annual Internal Audit report form part of the Annual Return and a separate assurance statement from the Internal Audit Manager is included at Appendix 4. The assurance statement relates to the systems in place at Bromsgrove District Council as the host Council for Worcestershire Regulatory Services.

ICT System costs 2012/13

Following the appointment of IDOX for the new system a review of the costs included within the original business case was undertaken to ensure that the relevant expenditure is allocated to the project.

Appendix 5 details the anticipated expenditure for the one off costs associated with the implementation of the project. As previously reported there is a saving of £282k from the costs originally included in the business case.

Implementation costs during 2012/13 amounted to £270k this was mainly due to the hardware and data cleansing associated costs. It is anticipated that the majority of expenditure on the project will be in 2013/14. The schedule at Appendix 5 details the actual 2012/13 spend and that estimated during the project period.

The £270k for 2012/13 have been met by the grant received from the Regional Improvement and Efficiency Agency (£128k) with a share of contributions from the participating Councils (£142k) as shown.

In addition to the one off costs there will be annual revenue costs resulting from the software, license charges and service maintenance with the new system. These costs are currently estimated at £79k pa and it is anticipated that funding for these costs will only be required from participating councils for two years.

Cost Apportionment

Over the last few months officers, including S151 officers from each Authority have been reviewing the cost allocation basis with the aim to revise the charging mechanism to reflect a more activity based costing position.

It was hoped that this would be brought to this meeting however the data required to evidence the activity based costing has taken a period of time to collate, to ensure it accurately reflects the service provision. In addition a zero based review of all costs has been undertaken to ensure that costs incurred by the service also reflect service delivery. It is therefore proposed that the two elements, cost apportionment and revised budget be presented to the next meeting of this Committee.

Financial Implications

None other than those stated in the report

Sustainability

None as a direct result of this report

Contact Points

Jayne Pickering – 01527-881400

Background Papers

Detailed financial business case

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	Summary - Full year Budget	Summary - Expenditure to Mar 13	Summary - Variance	
	£'000	£'000	£'000	
Direct Expenditure				
Employees				
Salary	4,124	3,791	-333	Underspend is due to Vacancies, Secondments, Long Term Sick, Maternity
Agency Staff	3	86	84	Agency staff recruited during transformation / vacancies - Difficulty in recruiting to level required
Sub-Total - Employees	4,150	3,905	-245	
Premises				
Rent	88	70	-18	
Room Hire	3	1	-2	
Business Rates	35	34	-1	
Cleaning	10	7	-3	
Repairs & Maintenance	4	1	-3	
Service Charges	17	9	-8	
Secure Storage	17	17	0	
Utilities	18	7	-11	
Water & Sewerage Services	2	2	-0	
Sub-Total - Premises	194	148	-46	
Transport				
Vehicle Hire	12	10	-1	
Vehicle Fuel	7	7	-0	
Tyres	0	0	0	
Road Fund Tax	1	1	-0	
Vehicle Insurance	3	4	0	
Vehicle Maintenance	2	2	0	
Car Lease	7	4	-3	
Car Allowances	183	150	-33	
Public Transport	0	0	0	
Sub-Total - Transport	215	178	-37	
Supplies and Services				
Furniture & Equipment	46	69	23	
Test Purchases	12	1	-11	
Clothes, uniforms and laundry	5	2	-3	
Printing & Photocopying	27	30	3	
CRB Checks (taxi)	28	29	1	

	Summary - Full year Budget	Summary - Expenditure to Mar 13	Summary - Variance
	£'000	£'000	£'000
Direct Expenditure			
Publications	10	10	1
Postage	12	9	-3
ICT	69	104	35
Legal Costs	7	1	-6
Telephones	41	33	-8
Training & Seminars	60	42	-18
Car Parking & Subsistence	0	1	1
Insurance	20	33	13
Miscellaneous Expenses	1	2	1
Third Party Payments			
Support Service Recharges	250	250	0
Customer Services Hub	50	50	0
Audit	10	5	-5
Sub-Total - Supplies & Service	647	670	22

	Summary - Full year Budget	Summary - Expenditure to Mar 13	Summary - Variance	£'000
Direct Expenditure	£'000	£'000	£'000	
Contractors				
Dog Warden	145	141	-4	
Pest Control	40	55	15	
Analytical Services - Trading Standards	95	97	2	
Trading Standards	8	8	0	
Licensing	14	12	-2	
Other contractors/consultants	18	0	-18	
Water Safety	5	8	3	
Food Safety	8	2	-5	
Health & Safety	2	4	3	
Environmental Protection	33	69	36	
Taxi Tests	31	34	3	
Grants / Subscriptions	14	13	-1	
Advertising	11	2	-8	
Publicity & Promotions	2	0	-2	
QCRB Checks	0	0	0	
Sub-Total	423	447	25	
Income				
Car Lease Contributions / Training Courses / Bereavement / Works in Default / Sewer Baiting etc	-3	-61	-59	Income received to offset costs as detailed above
Sub-Total	-3	-61	-59	
Total	5,626	5,286	-340	
Training Reserve 2011/12	35	26	-9	
Sub-Total	35	26	-9	
Total	5,661	5,312	-349	
12-13 Underspend refunded to partners	£'000	%		
Bromsgrove	39	11.05		
Malvern Hills	33	9.58		
Redditch	39	11.31		
Worcs City	39	11.11		
Wychavon	58	16.55		
Wyre Forest	38	10.82		
Worcs County	103	29.58		
Total Refund	349	100.00		

Income of £17k received from Severn Trent for Sewer Baiting, offset in Income

Bereavement / Works in Default to be charged to relevant partners

Income received to offset costs as detailed above

Summary - Full year Budget
Summary - Expenditure to Mar 13
Summary - Variance

Direct Expenditure £'000 £'000 £'000

Grant Funded Spend	Spend 12-13 £'000	Remaining Balance £'000	Funded By	Comments
Nutrition For Older People	2	16	Primary Care Trust	Unconditional
Health & Well Being	1	47	Primary Care Trust	Conditional
DEFRA Grant - Smallwood Cadmium	2	0	DEFRA	Conditional
DEFRA Grant - Maripool Drive	30	0	DEFRA	Conditional
Food Standards Agency	17	0	Food Standards Agency	Grant claimed after completion of project
Workplaces Works Well	2	6	Public Health Dept	Unconditional
Cannary Catering	13	0	CCG	Unconditional
RFP	44	22	Improvement & Efficiency West Midlands	Conditional
Grant Income	-110			
Total	0	92		



Small Bodies in England

Annual return for the year ended 31 March 2013

Small relevant bodies in England with an annual turnover of £6.5 million or less must complete an annual return in accordance with proper practices summarising their annual activities at the end of each financial year.

The annual return on pages 2 to 5 is made up of four sections:

- **Sections 1 and 2** are completed by the person nominated by the body.
- **Section 3** is completed by the external auditor appointed by the Audit Commission.
- **Section 4** is completed by the body's internal audit provider.

Each body must approve this annual return no later than 30 June 2013.

Completing your annual return

Guidance notes, including a completion checklist, are provided on page 6 and at relevant points in the annual return.

Complete all sections highlighted in red. Do **not** leave any red box blank. Incomplete or incorrect returns require additional external audit work and may incur additional costs.

Send the annual return, together with your bank reconciliation as at 31 March 2013, an explanation of any significant year on year variances in the accounting statements and any additional information requested, to your external auditor by the due date.

Your auditor will identify and ask for any additional documents needed for audit. Therefore, unless requested, do **not** send any original financial records to the external auditor.

Audited and certified annual returns will be returned to the body for publication or public display of sections 1, 2 and 3. You must publish or display the audited annual return by 30 September 2013.

It should not be necessary for you to contact the external auditor or the Audit Commission directly for guidance.

More guidance on completing this annual return is available in the Practitioners' Guides for either local councils or internal drainage boards. These publications may be downloaded from the National Association of Local Councils (NALC) or Society of Local Council Clerks (SLCC) websites (www.nalc.gov.uk or www.slcc.co.uk) or from the members area of the Association of Drainage Authorities website (www.ada.org.uk).

Section 1 – Accounting statements 2012/13 for:

Enter name of reporting body here:

WORCESTERSHIRE REGULATORY SERVICES

	Year ending		Notes and guidance
	31 March 2012 £	31 March 2013 £	
1 Balances brought forward	626,015	52,793	Total balances and reserves at the beginning of the year as recorded in the body's financial records. Value must agree to Box 7 of previous year.
2 (+) Income from local taxation and/or levy	0	0	Total amount of local tax and/or levy received or receivable in the year including funding from a sponsoring body.
3 (+) Total other receipts	5,433,099	5,550,576	Total income or receipts as recorded in the cashbook less income from taxation and/or levy (line 2). Include any grants received here.
4 (-) Staff costs	4,077,015	4,027,152	Total expenditure or payments made to and on behalf of all body employees. Include salaries and wages, PAYE and NI (employees and employers), pension contributions and employment expenses.
5 (-) Loan interest/capital repayments	0	0	Total expenditure or payments of capital and interest made during the year on the body's borrowings (if any).
6 (-) All other payments	1,929,306	1,553,655	Total expenditure or payments as recorded in the cashbook less staff costs (line 4) and loan interest/capital repayments (line 5).
7 (=) Balances carried forward	52,793	22,562	Total balances and reserves at the end of the year. Must equal (1+2+3) – (4+5+6)
8 Total cash and short term investments	1,155,149	883,728	The sum of all current and deposit bank accounts, cash holdings and short term investments held as at 31 March – to agree with bank reconciliation.
9 Total fixed assets plus other long term investments and assets	115,398	379,500	The original Asset and Investment Register value of all fixed assets, plus other long term assets owned by the body as at 31 March
10 Total borrowings	0	32,505	The outstanding capital balance as at 31 March of all loans from third parties (including PWLB).

I certify that for the year ended 31 March 2013 the accounting statements in this annual return present fairly the financial position of the body and its income and expenditure, or properly present receipts and payments, as the case may be.

Signed by Responsible Financial Officer:

SIGNATURE REQUIRED

Date DD/MM/YYYY

I confirm that these accounting statements were approved by the body on:

DD/MM/YYYY

and recorded as minute reference:

MINUTE REFERENCE

Signed by Chair of meeting approving these accounting statements:

SIGNATURE REQUIRED

Date DD/MM/YYYY

Section 2 – Annual governance statement 2012/13

We acknowledge as the members of **WORCESTERSHIRE REGULATORY SERVICES** our responsibility for ensuring that there is a sound system of internal control, including the preparation of the accounting statements. We confirm, to the best of our knowledge and belief, with respect to the accounting statements for the year ended 31 March 2013, that:

	Agreed –		'Yes' means that the body:
	Yes	No*	
1 We approved the accounting statements prepared in accordance with the requirements of the Accounts and Audit Regulations and proper practices.	✓		prepared its accounting statements in the way prescribed by law.
2 We maintained an adequate system of internal control, including measures designed to prevent and detect fraud and corruption and reviewed its effectiveness.	✓		made proper arrangements and accepted responsibility for safeguarding the public money and resources in its charge.
3 We taken all reasonable steps to assure ourselves that there are no matters of actual or potential non-compliance with laws, regulations and codes of practice that could have a significant financial effect on the ability of the body to conduct its business or on its finances.	✓		has only done things that it has the legal power to do and has conformed to codes of practice and standards in the way it has done so.
4 We provided proper opportunity during the year for the exercise of electors' rights in accordance with the requirements of the Accounts and Audit Regulations.	✓		during the year has given all persons interested the opportunity to inspect and ask questions about the body's accounts.
5 We carried out an assessment of the risks facing the body and took appropriate steps to manage those risks, including the introduction of internal controls and/or external insurance cover where required.	✓		considered the financial and other risks it faces and has dealt with them properly.
6 We maintained throughout the year an adequate and effective system of internal audit of the body's accounting records and control systems.	✓		arranged for a competent person, independent of the financial controls and procedures, to give an objective view on whether internal controls meet the needs of the body.
7 We took appropriate action on all matters raised in reports from internal and external audit.	✓		responded to matters brought to its attention by internal and external audit.
8 We considered whether any litigation, liabilities or commitments, events or transactions, occurring either during or after the year-end, have a financial impact on the body and where appropriate have included them in the accounting statements.	✓		disclosed everything it should have about its business activity during the year including events taking place after the year-end if relevant.

This annual governance statement is approved by the body and recorded as minute reference

MINUTE REFERENCE

dated **DD/MM/YYYY**

Signed by:

Chair **SIGNATURE REQUIRED**

dated **DD/MM/YYYY**

Signed by:

Clerk **SIGNATURE REQUIRED**

dated **DD/MM/YYYY**

***Note:** Please provide explanations to the external auditor on a **separate sheet** for each 'No' response. Describe how the body will address the weaknesses identified.

Section 3 – External auditor certificate and opinion 2012/13

Certificate

We certify that we have completed the audit of the annual return for the year ended 31 March 2013 of:

WORCESTERSHIRE REGULATORY SERVICES

Respective responsibilities of the body and the auditor

The body is responsible for ensuring that its financial management is adequate and effective and that it has a sound system of internal control. The body prepares an annual return in accordance with proper practices which:

- summarises the accounting records for the year ended 31 March 2013; and
- confirms and provides assurance on those matters that are important to our audit responsibilities.

our responsibility is to conduct an audit in accordance with guidance issued by the Audit Commission and, on the basis of our review of the annual return and supporting information, to report whether any matters that come to our attention give cause for concern that relevant legislation and regulatory requirements have not been met.

External auditor report

(Except for the matters reported below)* on the basis of our review, in our opinion the information in the annual return is in accordance with proper practices and no matters have come to our attention giving cause for concern that relevant legislation and regulatory requirements have not been met.
(*delete as appropriate).

(continue on a separate sheet if required)

Other matters not affecting our opinion which we draw to the attention of the body:

(continue on a separate sheet if required)

External auditor signature

External auditor name

Date

Note: The auditor signing this page has been appointed by the Audit Commission and is reporting to you that they have carried out and completed all the work that is required of them by law. For further information please refer to the Audit Commission's publication entitled *Statement of Responsibilities of Auditors and of Audited Small Bodies*.

Section 4 – Annual internal audit report 2012/13 to

WORCESTERSHIRE REGULATORY SERVICES

The body's internal audit, acting independently and on the basis of an assessment of risk, carried out a selective assessment of compliance with relevant procedures and controls expected to be in operation during the financial year ended 31 March 2013.

Internal audit has been carried out in accordance with the body's needs and planned coverage. On the basis of the findings in the areas examined, the internal audit conclusions are summarised in this table. Set out below are the objectives of internal control and alongside are the internal audit conclusions on whether, in all significant respects, the control objectives were being achieved throughout the financial year to a standard adequate to meet the needs of the body.

Internal control objective	Agreed? Please choose one of the following		
	Yes	No*	Not covered**
A Appropriate accounting records have been kept properly throughout the year.	✓		
B The body's financial regulations have been met, payments were supported by invoices, all expenditure was approved and VAT was appropriately accounted for.	✓		
C The body assessed the significant risks to achieving its objectives and reviewed the adequacy of arrangements to manage these.	✓*		
D The annual taxation or levy or funding requirement resulted from an adequate budgetary process; progress against the budget was regularly monitored; and reserves were appropriate.	✓		
E Expected income was fully received, based on correct prices, properly recorded and promptly banked; and VAT was appropriately accounted for.	✓***		
F Petty cash payments were properly supported by receipts, all expenditure was approved and VAT appropriately accounted for.	✓***		
G Salaries to employees and allowances to members were paid in accordance with body approvals, and PAYE and NI requirements were properly applied.	✓		
H Asset and investments registers were complete and accurate and properly maintained.	✓		
I Periodic and year-end bank account reconciliations were properly carried out.	✓		
J Accounting statements prepared during the year were prepared on the correct accounting basis (receipts and payments or income and expenditure), agreed to the cash book, were supported by an adequate audit trail from underlying records, and, where appropriate, debtors and creditors were properly recorded.	✓		

For any other risk areas identified by the body (list any other risk areas below or on separate sheets if needed) adequate controls existed:

* Revised risk management arrangements now in place & rolled out
 ** Licensing in year audit identified a couple of control weaknesses which management are addressing.
 ** Petty cash low value and low risk therefore not audited.

Name of person who carried out the internal audit: **A. BRONAGE**

Signature of person who carried out the internal audit: **A. BRONAGE** Date: **04/06/13**

***Note:** If the response is 'no' please state the implications and action being taken to address any weakness in control identified (add separate sheets if needed).

****Note:** If the response is 'not covered' please state when the most recent internal audit work was done in this area and when it is next planned, or, if coverage is not required, internal audit must explain why not (add separate sheets if needed).

Guidance notes on completing the 2012/13 annual return

- 1 You must apply proper practices for preparing this annual return. Proper practices are found in the *Practitioners' Guides** which are updated from time to time and contain everything you should need to prepare successfully for your financial year-end and the subsequent audit. Both NALC and SLCC have helplines if you want to talk through any problem you may encounter.
- 2 Make sure that your annual return is complete (i.e. no empty red boxes), and is properly signed and dated. Avoid making any amendments to the completed return. But, if this is unavoidable, make sure the amendments are drawn to the attention of and approved by the body, properly initialled and an explanation is provided to the external auditor. Annual returns containing unapproved or unexplained amendments will be returned unaudited and may incur additional costs.
- 3 Use the checklist provided below. Use a second pair of eyes, perhaps a member or the Chair, to review your annual return for completeness before sending it to the external auditor.
- 4 Do not send the external auditor any information not specifically asked for. Doing so is not helpful. However, you must notify the external auditor of any change of Clerk, Responsible Financial Officer or Chair.
- 5 Make sure that the copy of the bank reconciliation which you send to your external auditor with the annual return covers **all** your bank accounts. If your body holds any short-term investments, note their value on the bank reconciliation. The external auditor must be able to agree your bank reconciliation to Box 8 on the Accounting statements. **You must provide an explanation for any difference between Box 7 and Box 8.** More help on bank reconciliation is available in the *Practitioners' Guides**.
- 6 **Explain fully** significant variances in the accounting statements on page 2. Do not just send in a copy of your detailed accounting records instead of this explanation. The external auditor wants to know that **you** understand the reasons for all variances. Include a complete analysis to support your explanation. There are a number of examples provided in the *Practitioners' Guides** to assist you.
- 7 If the external auditor has to review unsolicited information, or receives an incomplete bank reconciliation, or you do not fully explain variances, this may incur additional costs for which the auditor will make a charge.
- 8 Make sure that your accounting statements add up and the balance carried forward from the previous year (Box 7 of 2012) equals the balance brought forward in the current year (Box 1 of 2013).
- 9 **Do not complete section 3.** The external auditor will complete it at the conclusion of their audit.

Completion checklist – 'No' answers mean you may not have met requirements		Done?
All sections	All red boxes have been completed?	
	All information requested by the external auditor has been sent with this annual return? Please refer to your notice of audit.	
Section 1	Approval by the body confirmed by signature of Chair of meeting approving the accounting statements?	
	An explanation of significant variations from last year to this year is provided?	
	Bank reconciliation as at 31 March 2013 agreed to Box 8?	
	An explanation of any difference between Box 7 and Box 8 is provided?	
Section 2	For any statement to which the response is 'no', an explanation is provided?	
Section 4	All red boxes completed by internal audit and explanations provided?	

***Note:** *Governance and Accountability for Local Councils in England – A Practitioners' Guides*, is available from NALC and SLCC representatives or *Governance and Accountability for Internal Drainage Boards in England – A Practitioners' Guides*, is available from the ADA at The Association of Drainage Authorities, 12 Cranes Drive, Surbiton, Surrey, KT5 8AL or from the NALC, SLCC or ADA websites - see page 1 for addresses.

APPENDIX 3

Annual Return Reconciliation - 2012-13

	£	Notes:
Staff Costs		
Employees	3,904,649	Appendix 1 - Revenue monitoring statement
Redundancy	36,567	Additional funds from Partners
Pension Strain	59,447	Additional funds from Partners
Food Hygiene Rating System Initiative	13,992	Grant funding
Canny Catering Initiative	12,498	Grant funding
Total	<u><u>4,027,153</u></u>	
All Other Payments		
Premises	148,194	Appendix 1 - Revenue monitoring statement
Transport	177,702	Appendix 1 - Revenue monitoring statement
Supplies & Service	695,556	Appendix 1 - Revenue monitoring statement
Contractors	447,749	Appendix 1 - Revenue monitoring statement
Rev Transformation Funded by RIEP	43,960	Appendix 1 - Grant expenditure
Health & Well Being Initiative	917	Appendix 1 - Grant expenditure
Marlpool Drive - Defra Grant	29,880	Appendix 1 - Grant expenditure
Smallwood Cadminum - Defra Grant	2,164	Appendix 1 - Grant expenditure
Nutrition For Older People Initiative	1,500	Appendix 1 - Grant expenditure
Food Hygiene Rating System Initiative	2,994	Appendix 1 - Grant expenditure
Canny Catering Initiative	932	Appendix 1 - Grant expenditure
Worcs Works Well Initiative	2,107	Appendix 1 - Grant expenditure
Total	<u><u>1,553,655</u></u>	
Total Assets		

ICT Project	341,500
4 Dog Warden Vans	38,000
Total Assets	379,500

Total Borrowings	
Finance Lease - 4 Dog Warden Vans	38,000
Re-Paid 2012-13	-5,495
Outstanding Capital Balance	32,505

Worcestershire Internal Audit Shared Services Manager's Opinion on the Effectiveness of the System of Internal Control at Bromsgrove District Council (the Council) for the Year Ended 31st March 2013

1. Audit Opinion

- 1.1 The internal audit of Bromsgrove District Council's systems and operations during 2012/13 was conducted in accordance with the Internal Audit Annual plan which was approved by the Audit Board on 29th March 2012.
- 1.2 The Internal Audit function was set up as a shared service in 2010/11 and hosted by Worcester City, for 5 district councils. The shared service operates in accordance with the Institute of Internal Auditors Public Sector Internal Audit Standards and the CIPFA Code of Practice 2006 and objectively reviews on a continuous basis the extent to which the internal control environment supports and promotes the achievement of the Council's objectives and contributes to the proper, economic and effective use of resources.
- 1.3 The Internal Audit Plan for 2012/2013 was risk based (assessing audit and assurance factors, materiality risk, impact of failure, system risk, resource risk fraud risk, and external risk) using a predefined scoring system. It included:
 - a number of core systems which were designed to suitably assist the external auditor to reach their 'opinion' other corporate systems for example governance and
 - a number of operational systems, for example parks and open spaces, markets and cemeteries, were looked at to maintain and improve its control systems and risk management processes or reinforce its oversight of such systems.
- 1.4 The 2012/13 internal audit plan was delivered in full providing sufficient coverage for the Service Manager to form an overall opinion.
- 1.5 Based on the audits performed in accordance with the approved plan, the Worcestershire Internal Audit Shared Services Manager has concluded that the internal control arrangements during 2012/13 effectively managed the principal risks identified in the audit plan and can be reasonably relied upon to ensure that the Council's corporate objectives have been met.

- 1.6 In relation to the twenty one reviews that have been undertaken, seventeen audits have been finalised and four are nearing completion at draft report stage. Risk management has been re-launched during 2012/13 with a Corporate Risk Register being formulated and training being provided. Further work is required to embed this throughout the organisation with the outcomes being monitored by the Risk Management Group.
- 1.7 As part of the process of assessing the Council's control environment, senior officers within the Council are required to complete an annual "Internal Control Assurance Statement" to confirm that the controls in the areas for which they are responsible are operating effectively. Officers were required to acknowledge their responsibilities for establishing and maintaining adequate and effective systems of internal control in the services for which they are responsible and confirming that those controls were operating effectively except where reported otherwise. No areas of significant risk have been identified. Any concerns raised by managers will be assessed and addressed by the Authorities Corporate Management Team.
- 1.8 The majority of the completed audits have been allocated an audit assurance of either moderate or above meaning that there is generally a sound system of internal control in place, no significant control issues have been encountered and no material losses have been identified during a time of continuing significant transformation and change.

Andy Bromage
Worcestershire Internal Audit Shared Services Manager
June 2013

Capital Asset/ Investment description	Budget - 12/13 £'000	Spend - 12/13 £'000	Budget - 13/14 £'000	Revenue System Budget 2014/15 & 2015/16 £'000
ICT - Capital				
Software Licences (break down into individual modules if appropriate)	0		96	
Software	46	46	4	
Mobile Working Devices	0		120	
Hardware required including implementation (e.g. servers onsite or hosted - please describe)	69	69	41	
Modifications and software customisation	0		14	
Systems integration and interface development (cost per interface if possible on separate lines)	0		10	
Data Cleansing / Transfer	111	111	218	
Sub-Total Capital	226	226	503	
ICT - Revenue (one off only)				
Project Management / Hosting	44	44	86	
Training for end users	0		19	
Sub-Total Revenue	44	44	105	
Annual Software License etc				
Software Licences			12	12
Other Licences			8	8
Hosting Costs			59	59
Sub-Total Annual software license etc	0	0	79	79
TOTAL FUNDING REQUIRED	270	270	687	79
RIEP Funding to be drawn down	128	128	22	
TOTAL TO BE FUNDED BY PARTNERS	142	142	665	79

Partner Transformation Project Contributions - Based on Business Case at Budget	Total Contribution 12-13 £'000	Total Contribution 13-14 £'000	Annual Revenue Funding Requirement 2014/15 £'000	Partner Savings %	Partner Contribution %
Bromsgrove	16	73	9	31	11.05%
Worcs City	16	74	9	31	11.11%
Worcs County	42	197	23	83	29.58%
Malvern Hills	14	64	8	27	9.58%
Redditch	16	75	9	32	11.31%
Wychavon	24	110	13	47	16.55%
Wyre Forest	15	72	9	31	10.82%
Total	142	665	79	282	100.00%

	£
Budget as per Business Case	1,538
Funded by:-	
Spend 2010/11 - Funded by partners	101
Spend 2011/12 - Funded by RIEP	119
Spend 2012/13 - Funded by Partners	142
Spend 2012/13 - Funded by RIEP	128
Annual Revenue Funding Requirement 2014/15 & 15/16	79
Funding Requirement From Partners 13/14	665
RIEP Funding to be drawn down	22
Total Project	1,256
SAVINGS FROM ORIGINAL BUSINESS CASE	282

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JOINT COMMITTEE

Date 27 June 2013

WORCESTERSHIRE REGULATORY SERVICES ANNUAL REPORT

Recommendation	To receive the report and forward a copy to the Chief Executive of each member authority.
Contribution to Priorities	Not applicable.
Background	<p>Under the Worcestershire Shared Services Partnership Service Level Agreement Worcestershire Regulatory Services is required to submit to the Joint Committee an annual report that covers the performance of the shared service and provides a summary of the finances. The report covers the period from 1 April 2012 to 31 March 2013. If agreed the report will then be forwarded to each Chief Executive of each member authority.</p>
Report	<p>Under Clause 12 of Part 1 of the Shared Services Partnership Agreement the Joint Committee is required to receive a report at its annual meeting which will be held no later than 30 June 2013. The report covers the period from 1 April 2012 to 31 March 2013 and provides a look back over the last 12 months of operation.</p> <p>Also in accordance with Service Level Agreement the annual report is co-signed by the Head of Worcestershire Regulatory Services and the Lead Financial Officer for the Host.</p> <p>The report covers the performance of the Service for that period, however individual councils capture and report on difference performance measures, therefore it is difficult to make comparisons across the Service. It also gives a summary of the financial position, the key achievements and covers issues relating to Human Resources, Risk Management, Equality and Diversity and discusses the Service's approach to Business Transformation.</p>

Financial Implications

The financial implications are contained within the annual report.

Sustainability

Not applicable.

Contact Points

Steve Jorden, Head of Worcestershire Regulatory Services
Tel: 01527-881466,
email: s.jorden@worcsregservices.gov.uk

Background Papers

Worcestershire Shared Service Partnership Service Level Agreement.



Worcestershire
Regulatory Services

Supporting and protecting you

ANNUAL REPORT

2013/14

Making Worcestershire a healthy, safe and a fair place to live where businesses can thrive.

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Introduction

This Annual Report has been produced for the Joint Committee in accordance with clause 12 of Part 1 of the Worcestershire Shared Services Partnership Agreement. The report covers the progress of Worcestershire Regulatory Services (WRS) for the period from the 1st April 2012 up to the 31st March 2013 and reports operational activity by the relevant service elements for the financial year. The report summarises the key performance data for the service and a summary of the financial position.

This year has been very much one of embedding the results from our early work on transforming the service and continuing to explore options to reduce future financial pressures on the budget. Staff have continued to work flexibly and use mobile working patterns so that we continue to provide county-wide coverage for all activities with a local presence being maintained at touchdown points for licensing surgeries.

A major step forward for the service in this reporting period has been the procurement process and final appointment of a major supplier (IDOX) for the supply and implementation of a single IT platform. With a go live date planned for early autumn 2013, a team of 10 WRS staff have been heavily involved in the project, building the system, undertaking the training and working with the supplier to ensure the system is configured to suit our particular needs.

Due to the increasing and varied budget pressures our partners are facing we have been busy developing our strategy to meet this potential diversity in demands. Our strategy consists of three strands, work to attract additional partners, exploring opportunities to generate income and exploring the viability of a joint venture with a private company

The Worcester Regulatory Services budget is fixed at **£5,626,000** for next year but the service will continue to explore opportunities to generate income, including increasing the scope of WRS to take on other partners. Any proposals will be backed up by a full business case and reported to the Management Board and Joint Committee for discussion. As you will see from the financial information we have exceeded the savings indicated in the original business case (**23% against 17.5%**). We do however understand that, with the challenging financial situation continuing, partners have told us that further significant savings requirements are likely, and accepting this may lead to cuts in service delivery. A 'matrix of options, based on a zero based budget is currently being developed. This matrix will detail the cost of the various functions the service delivers and provide partners with a risk based, fully costed menu approach to future service delivery. In addition an informal request was received from Worcester City to develop a pilot that would find an extra **£40k (6% of contribution)**. We will look at what a range of potential cost reductions could mean for service delivery and what the potential impact and risks they represent both for Worcester City and the local community.

We have continued to redesign services to drive out waste of the system. The application of the 'Systems Thinking' approach to service redesign has been an ongoing theme during the year and this will continue as this approach to change is based on the concept of continuous improvement. Our focus will however remain on contributing to our three strategic priorities, developed from our partners own priorities:

- Supporting the local economy
- Improving Health and Well being
- Tackling and Preventing Crime and Disorder

In delivering against these there is recognition of the Governments demands for improved public services and particularly, in relation to regulation, reducing the burdens on business to allow growth. We will support legitimate businesses and, at the same time, tackle rogues and criminals to protect the public, particularly the vulnerable and honest traders.

Central to this approach is the availability of accurate data and intelligence sharing. With this in mind an intelligence unit was set up within the service during the year in order to coordinate and analyse intelligence obtained by WRS and from external agencies. The main aims of the unit are to record and analyse data in order to target WRS resources more effectively and to forge links with other enforcement agencies and partners to share intelligence and target enforcement action. We will look to develop tasking processes one this is embedded.

The unit has made great strides forward during the year. An effective relationship has been set up between WRS and West Mercia Police force intelligence which has resulted in effective information sharing and the arrest of rogue traders this year. The unit has also provided intelligence to other trading standards authorities assisting them with criminal investigations and contributes to the regional intelligence database. With this in mind the service has established an Intelligence Unit.

We will continue to find ways of hearing our various customer's voices and respond accordingly, although as our resources shrink, the remainder will be focused on the most significant problems using intelligence, so it will become increasingly difficult to address individual wants or needs.

Performance

Performance has remained positive despite the difficulties encountered trying to extract accurate data from 20+ legacy systems but this will be much improved once the new IT system is up and running in the autumn 2013. Our key measures are around customer satisfaction and the positive compliance of businesses. The vast majority of higher risk businesses have been subject to inspection or some other form of suitable intervention and the key priorities of each partner council have been fulfilled. Business and consumer satisfaction have remained at high levels inspite of the many issues we have had with communication during the year.

Measure	Figure	Commentary
1. Business satisfaction	88%	Respondents asked if they are satisfied with the service provided
2. Client Satisfaction	82%	Respondents asked if they are satisfied with the service provided
3. Improved Customer Confidence	85% 77%	Both customer groups were asked if, following contact with the service, they felt better equipped to deal with future problems themselves
4. Proportion of business broadly compliant (of those inspected during the period)	94.4%	EH/TS Food Safety function. (District figures will be available once LAEMS return is confirmed by FSA.)
5. Percentage of food premises scoring 0, 1, or 2 star at 1 st April each year (the poorest performers)	5.6%	This means that 94.4% of businesses are routinely producing safe food.
6. Percentage of premises selling alcohol to children	0%	The issue of direct sales of alcohol from shops to children has very much diminished in recent years due to improved business systems, better staff training and the historical interventions of the service. Underage drinking is still a significant issue but there are other avenues for access which need to be tackled.
7. No. noise complaints received per 1000 population	3.88	This is based on a county population of 566,000. Using a similar figure for population, last year's rate was 4.20 (we reported 4.29 based on population of 555,000.)
8. cost of environmental health functions per head of population	£5.89	This covers all former District Council functions including Food Safety, Health and Safety at Work, Pollution Control, Dog Warden, Pest Control but EXCLUDES Licensing.
9. cost of trading standards functions per head of population	£2.90	This includes all former County Council functions including Weights and Measures, Food and Agricultural Standards, Product Safety, Fair Trading, Animal Health, Petroleum and Explosives Licensing and accounts for TS income contributed directly to the County.
10. % of applicants for driver licences rejected as not fit and proper	0.01%	Of those drivers who applied either for new licenses or renewal of licenses, only 0.01% were deemed to be unfit to be given or to retain their licenses

11. % of vehicles found to be defective whilst in service	7.06%	This is based on the total number of vehicles in operation across the county rather than just on the proportion that failed of those that were stopped
12. Staff sickness absence at public sector average or better	9.5 days/person	Analysis has shown that more than 2/3 of this is long term sickness. A number of officers have suffered serious illness or been involved in serious accidents this year.
13. Air quality action plans put in place where necessary to support delivery of improvement	Completed	The county wide air quality action plan was produced during 2012/13 and was put out to public consultation in April 2013, with the period ending in June 2013.
14. Review of register of unsolicited compliments and complaints	Unsolicited Compliments 36 (24)Complaints 47 (70)	Figures in () are previous year's figures Failure to reply in a timely fashion. Failure to resolve. Various issues around the collection of dogs from kennels.

Performance Management

Strong management of performance is vital to the success of this service, ensuring that customers are satisfied and partners are reassured by the delivery of the service on their behalf. Whilst everyone must accept responsibility for managing performance, the WRS leadership team is committed to driving performance forward so that a high standard of service delivery can be maintained.

Fortnightly leadership team meetings are used to review data on the system and to highlight any issues of concern; senior practitioners (4th tier managers) are now invited to attend these meetings on a monthly basis to ensure a two way flow of information between the leadership team and staff. This arrangement was introduced at the behest of senior practitioners and is working well. The Leadership Team also provides a forum to raise any concerns over general performance issues so that early interventions can be put in place as necessary.

Officers receive two performance reviews per annum through the services formal Performance Development Review (PDR) system. The annual detailed review and 6 monthly progress check is designed to identify training needs and talk about how staff contribute more widely to the services key strategic priorities and service delivery. As part of this process we utilised the Better Regulation Delivery Office (BRDO) Regulatory Development Needs Assessment (RDNA) toolkit, which is aimed at supporting regulatory officers in identifying and maintaining their competence across all areas of regulatory work. This self assessment tool is used to inform our training and development programme and ensure that staff remain competent to do the job required of them.

With the on-going implementation of our IT platform, we will soon be in a position to report to Joint Committee on our outcome measures. Implementation of the new system is planned for early Autumn 2013 but there will still be work to do on the project to ensure that the single system becomes fully embedded. The Joint Committee has shown great patience and, once implementation is complete, reporting against these new measures (along with activity levels for each partner) will be carried out

on a quarterly basis, although some will be reported annually due to their nature. Reports will go to the Joint Committee and Management Board, with data broken down into individual Councils areas where this is relevant

The 2013/14 Service plan approved by Joint Committee in February 2013 highlights the measures relating to outcomes (as shown above). Staff have worked hard to ensure that the necessary data has been produced, wherever possible, to ensure members are informed about the service's performance over the preceding 12 months. Intelligence reports detailing activity data for each of the partners are now provided for each joint committee meeting and generally reflect activity during the previous quarter. These reports are also used internally and are produced to illustrate the activity carried out during the previous quarter and this is provided in both tabular and map format. These intelligence reports also enable the service to identify hot spots for certain categories such as noise complaints and to help efficiently marshal and deploy resources.

There are a wide range of bodies to which the service must report data (e.g. Food Standards Agency, Department of the Environment, Food and Rural Affairs, Health and Safety Executive, Department for Business, Innovation and Skills, etc) All statutory reports were submitted so as to ensure that WRS continues to meet its partner's statutory obligations, however, where practicable, only one return for WRS has been provided so as to save both time and money. The majority of bodies are accepting of this approach and a number are reviewing the returns we are asked to make so that the volume of data can be reduced, lessening the burden. We have and will continue to challenge these reporting bodies on the nature of the data that they are demanding and to question the necessity for the level of detail being requested, again to drive down costs and to reduce burdens on the service. We continued to keep the relevant government bodies informed of our different approaches and continued to receive their support and understanding.

Audits

Two audits have taken place with regards to licensing during the year, one by Bromsgrove District Council and the other by Wychavon District Council.

- a. Bromsgrove District Council.
Worcestershire Regulatory Services carries out licensing functions on behalf of the partners but licensing is reserved, meaning that income goes to the partner and policy and regulatory decisions are still made by the relevant licensing committees. Income is collected by the finance departments at the partners and fees are set by each of the districts.

The draft audit report gave limited assurance in the licensing service and highlighted a number of areas that both Bromsgrove Council and WRS need to address

- a) Formal procedures need to be implemented to ensure non payments are chased and collected.
- b) Reconciliation needs to take place to ensure all due monies are collected.
- c) A formal procedure needs to be agreed to implement fee increases
- d) A formal procedure needs to be agreed to reconcile debtor and licensing information
- e) Performance management needs to take place to see licence deadlines are met
- f) Cheques are not always removed from licences before arriving at WRS

Work is already underway to formalise procedures where necessary and the new WRS IT system will improve financial management and make reconciliation much easier.

b. Wychavon District Council

The draft audit report gave limited assurance in the licensing service and highlighted some areas where both WRS and Wychavon need to address

- a) A formal procedure is required to ensure licensing debtors pay
- b) Reconciliation needs to take place to ensure all licensing income due is paid
- c) Performance management needs to take place to ensure licensing deadlines are met

It is interesting to note the variation in recommendations from the two audits of what is essentially the same process. Work is already underway to ensure that formal procedures are put in place where necessary and the new WRS IT system will improve financial management and make reconciliation easier.

Bromsgrove District Council was also audited by the Office of the Surveillance Commissioner in relation to its use of activities governed by the Regulation of Investigatory Powers Act 2000 (RIPA.) Most of the work undertaken falls within the Regulatory Service remit, with the Council doing small amounts of its own surveillance work in other areas. The auditor, a retired circuit judge, was very complementary about the way WRS staff used the processes under RIPA, and how the manager's oversee the processes. All the evidence showed that WRS was using these processes only when necessary and in a proportionate manner.

Key Achievements for WRS in 2012/13:

These include:

- The service has continued to deliver services as economically as possible, taking savings wherever they are available, whilst maintaining high levels of service delivery and performance. During 2012/13, a saving of £350,000, mainly through managing staff vacancies, was delivered back to partners. It has been very difficult to find suitable cover for the staff vacancies! This is on top of absorbing the cost of inflation and incremental wage inflation within the fixed £5.626M budget.
- In terms of performance against our outcome measures, the service has either matched or improved on last year's figures. There is a small increase in the proportion of broadly compliant food premises, a drop in the number of noise complaints and the levels of customer and business satisfaction remain broadly similar.
- Working with partners to progress the harmonisation of policies, fees and charges for Licensing, whilst recognising the local context where appropriate. The Licensing section has continued to highlight examples of good practice and ensure that these, where possible, are extended to all partners. Whenever new legislation comes in or changes to existing legislation occurs, generic policies are produced which partners can take, introduce any local variation, but essentially this ensures a significant level of uniformity across the county. This is to the benefit of all businesses being licensed as it removed any perceived barriers created by local authority borders. Licensing has continued to reduce its operating costs and has worked with partners to ensure a fair and equitable charging regime is introduced by each partner, reflecting the true cost of the licensing function as a whole.
- Launch of IT project to implement the IDOX Uniform system with the Enterprise mobile working solution, project is running on time and on budget
- Obtaining external funding from bodies like the Better Regulation Delivery Office (BRDO) to undertake various projects. Two grants have been obtained, one for £15,000 to further develop links between businesses and regulators within Worcestershire (to be carried out in conjunction with the Worcestershire LEP, so having a joint action plan and delivery via a number of stakeholders,) the second was £20,000 to examine the opportunities offered by the extension of Primary Authority provisions to cover bodies like trade associations, focusing on bodies in the agricultural and farming sector.

- We have continued to obtain grant support from the former PCT, now local Public Health team at the County Council, and also from the new Clinical Commissioning Groups. Some of the projects delivered are outlined below in our highlights.

OTHER HIGHLIGHTS

There have been a number of highlights throughout the year to showcase the work of our teams.

Workplace Health and Wellbeing

During the year, the Health and Wellbeing team have concentrated their activities around workplace health and the benefits that a healthy workforce brings to an organisation. These activities have specifically related to supporting more businesses achieve Worcestershire Works Well accreditation and also supporting a number of workplace canteens /catering outlets to improve their catering methods thus enabling staff to make healthier choices more easily. More importantly in the latter case, we wanted to establish that these positive changes could be made without loss of profit.

The workplace provides an excellent forum for promoting healthy lifestyles to a large proportion of the local population, as many people will additionally pass on what they have heard at work to their family and friends. Some compelling facts which support this approach have been documented in studies carried out by NICE (National Institute of Clinical Excellence), Sir Michael Marmot in his inequalities review 'Fair Society, Healthy Lives 'and the Department of Work and Pensions, which are detailed below.

Over the year we supported 19 businesses from across the County benefiting some 3500 employees through our Worcestershire Works Well programme. To date eight of the businesses have achieved Level 1 accreditation and we will continue to work with these and the remainder to achieve this level or greater during the next year.

We also supported a further 10 workplace caterers in the Redditch and Bromsgrove area help their clients lead healthier lives through our Canny Catering project. It is estimated that these healthier food choices will touch up to 1,500 customers on a daily basis. A number of the caterers reported a growing clientele as a result of the changes and none experienced any loss of profit during the project phase.

It will take time for these programmes to bed in and realise true financial potential but a number of our businesses are committed to collecting data in order to feed local evidence in to the national picture.

Some truly pivotal quotes from our caterers are:

“I've managed to sell porridge to lorry drivers!”

“You need to change the mind-set of the businesses and not so much the customers – they tend to eat what we provide – so the businesses need to have knowledge and passion for healthy food.”

This project has woken us up to what workers actually wanted and not a pre-conceived idea”.

BIS/BRDO Regulation Supporting Enterprise Pilot

WRS has been working with the Worcestershire Local Enterprise Partnership to produce an action plan “to improve local regulatory delivery which meets local business needs”. A working group comprising WRS officers and the Operations Manager from the Worcestershire Local Enterprise Partnership has been working to produce the plan. A workshop took place in March with local Worcestershire businesses and local regulators in order to determine business’ current experience of regulation and what, in the view of business, a better regulatory experience looks like. The workshop was well attended by both regulators and businesses and provided useful information for the action plan, which will run from April 2013.

Launch of the Food Hygiene Rating Scheme

WRS migrated to the Food Standards Agency national **Food Hygiene Rating Scheme** [FHRS] in June 2012. This scheme replaces the former Scores on the Doors local scheme.

The FHRS is a Food Standards Agency/Local Authority partnership supported by government (in the Young Report) designed to help consumers choose where to eat out. It does this by providing information about hygiene standards in food outlets at the time they are inspected to check compliance with legal requirements. Some 95 per cent of Local Authorities have now moved to the FHRS.

The FHRS also helps support local businesses who trade well and helps drive up and maintain food safety standards.

WRS has opted to include in the FHRS all catering outlets (restaurants, cafes, schools, mobiles, event caterers, hotels, etc.) and butchers selling raw and cooked meats.

At end of March 2013 the number of premises listed for the six Districts was

Bromsgrove	462
Malvern Hills	422
Redditch	232
Worcester	426
Wychavon	468
Wyre Forest	398

The FHRS level awarded is based on inspecting officers rating of

- food hygiene practices
- structure, equipment, cleanliness
- confidence in management [CIM] of which a key element to score well is having an appropriate food safety management system [FSMS] in place

Businesses are issued with a window sticker and certificate. There is currently no legal requirement to display these.



Horsemeat Scandal

In February 2013 trading standards officers and environmental health officers from WRS were heavily involved in the horsemeat scandal undertaking a sampling programme at a number of cold stores, caterers and wholesalers to identify whether or not that beef products contained horsemeat.

A full sampling programme fed in to the national picture to provide an accurate cross section of the UK food chain that considers retail, catering and wholesale, and in particular wholesale business supplying schools and hospitals.

WRS officers used local knowledge to prioritise inspections at local types of premises that may be at most risk of being affected, including meat storage premises and cold stores within Worcestershire. The aim was to support customers to have confidence that meat on sale locally is not implicated in this scandal and provide much needed advice to local businesses who had concerns over the products they sold.

Officers visited various premises focusing on:

- Documentary, physical and identity checks
- Meat authenticity
- Traceability
- Health marks and identity marks
- Labeling
- Re-wrapping and packing

Where appropriate, samples were taken and submitted to Worcestershire Scientific Services for analysis.

Information identifying the three main catering providers to county schools was provided to WRS, together with those schools supplied by them and other schools carrying out in-house catering.

As a result WRS was invited to appear before the Parliamentary Select Committee to provide evidence on the Local Authorities response to the scandal.

Unsafe Toy Removed From Sale Following WRS Survey

The European Commission amended the safety requirements for projectile toys with a suction cup as an impact surface intended for children above the age of three years after learning of a number of accidents. In 1997, a Swedish child of nine years old suffocated to death after having sucked on a suction cup tip which he accidentally inhaled. Two other fatalities have occurred in the United Kingdom. In addition, the Commission was informed of eight fatalities registered in the United States and in August 2005, the Spanish authorities informed the Commission of a fatal accident with a four year old child caused by a bow and arrow toy with a suction cup.

Following a WRS market surveillance project on these types of toy a toy gun with an unsafe projectile was discovered on sale at a major retailer. The toy failed the test against the current standard relating to the force required to remove the suction cap. The company initially challenged the results and the WRS interpretation, but

following further discussion accepted that they had erred in importing product that failed to comply with the new standard and withdrew many thousands of the offending products from sale.

Working with Business to Reduce Complaint Levels

WRS has been successful working with a business with unacceptable complaint levels using an approach adopted during its transformation work. Problem businesses are identified from complaints taken by the Citizens Advice Consumer Service and notified or referred to WRS.

One of these businesses is an internet toy retailer supplying larger play items. The business did not appear to understand its legal obligations as a trader and poor customer service resulted in consumer complaints. An officer concentrated on raising the issues and agreeing solutions until the business changed its trading methods. Intervention with the business has resulted in a much reduced level of complaints and currently no further intervention is necessary.

Calibration Lab – partnership working with Warwickshire

WRS has engaged in an innovative joint working partnership with Warwickshire Trading Standards Service in relation to its metrology (weights & measures) calibration function. The Calibration Laboratory at County Hall housed the service's standards of mass and volume, which were used to test and calibrate the working standards taken out by officers during weights & measures visits. In addition the laboratory used to test and adjust weights submitted by businesses. In order to carry out this work the service was accredited under a Quality Assurance system to ISO9001. The partnership has seen the closure of the laboratory and some work transferred to Warwickshire. Officers from Worcestershire are able to maintain their competency and continue with other work involving testing weighing and measuring equipment for local businesses by operating under the Warwickshire Quality system.

Sunbed Project

This was a combined project looking at compliance with health and safety at work legislation and trading standards legislation and to prevent the use of ultra violet (UV) tanning equipment by young people under 18 years of age. Eighteen businesses were visited. It was found that:

All appeared to comply with the over 18 age requirement;

Only minor health and safety items were found in approximately 15% of premises;

Concerns about the UV output of sunbeds in over 90% of businesses were found which is consistent with the findings of other LA's nationally.

The initial survey was then followed up with a questionnaire with regard to UV outputs of sunbeds sent to all known businesses within the County.

Of the responses received businesses indicated that:-

- 22% were compliant
- 38% were non compliant or part compliant
- 40% were not yet known

A large amount of work is still required to establish the full picture for all premises throughout County. A strategy will then be developed to deal with non compliant businesses.

Outbreak of Illness Associated with Animal Petting

Officers from WRS were involved in an investigation into eight confirmed cases of cryptosporidium infection associated with visits being made to a three week long animal attraction held within Bromsgrove. Cryptosporidium infection affects both humans and animals and the most common symptom is watery diarrhoea which can range from mild to severe. Symptoms in this case also included upset stomachs and general sickness.

It has been estimated that a total of some 10,000 people attended the venue many of whom were children. The display included a range of animals such as pigs, goats, donkeys, calves, lambs and chicks. Those attending were able to stroke the animals, handle chicks and to feed the lambs. Although hand washing facilities and antibacterial gel were available on the site it seems likely that some children may not have washed their hands thoroughly after handling animals and later became ill. Of the eight cases notified seven were young children and one adult was also affected. This person was an employee who had helped out with the feeding of the lambs for a day.

Operation Archer

In March 2013 a coordinated WRS and West Mercia Police raid took place at Arrow Car boot sale in Redditch. An organised ring of criminal counterfeiters had been operating at the sale selling counterfeit DVD film, CD music and unclassified pornography. The perpetrators had been kept under surveillance for a number of weeks by WRS offices which culminated in the Operation.

5 individuals were arrested in their vehicles and their houses were subsequently searched by WRS and Police officers. All suspects were formally interviewed at Redditch and Kidderminster police stations and have been released on bail while enquiries continue. A substantial quantity of evidence has been seized.

The investigation is on going and other targets have been identified for action. One of those arrested had previously been prosecuted by WRS for counterfeiting offences and had received a two year prison sentence. He was released on licence and continued with counterfeiting.

West Mercia Police praised the professionalism and organisation of this WRS lead operation. Jamie Colley, an East team officer, leads the investigation but the raid and surveillance involved both Trading Standards officers and Environmental Health Officers.

Love Your Home Event

This was a week long Multi Agency event held in Worcester aimed at protecting citizens in their own home and raising awareness of hidden dangers. The event was manned by WRS staff advising consumers on protecting themselves from rogue traders and scams.

This proved to be an excellent opportunity to help consumers and promote WRS to other agencies, consumers and councillors. There was a high attendance by consumers classed as potentially vulnerable with an estimate of 1000 consumers attending each day.

A victim of rogue trader activity was identified and given extensive help and advice in order to prevent further targeting.

WRS also interacted with an organisation called Site and Sound who provide assistance to visually and hearing impaired citizens. Links to advice and information provided by WRS were given to them.

WRS have estimated that 5000 "No Cold Caller" signs were distributed during the week.

Illegal Car Sales

Several investigations have been instigated concerning the sale of vehicles that are dangerously un-roadworthy, have had their mileages reduced (clocked) or have been sold with false service histories. These investigations will lead to the prosecution of the traders involved.

An example includes a prosecution against a car dealer who sold cars that he didn't own. The trader leased cars from finance companies and then sold them to unwitting consumers. These were high value vehicles worth several thousand pounds. This man was prosecuted for fraud and received a custodial sentence.

WRS officers have also instigated car forecourt checks. Officers have visited car dealers who have generated consumer complaints to check the business and advise them of their legal obligations. Vehicles advertised for sale have also had their histories checked.

Financial Management

2012/13

Monthly financial monitoring reports have been presented to the Management Board and to each Joint Committee meeting. In addition, a robust ordering and authorisation process is in place to ensure the transparency and accuracy of costing. Good management of costs and the management of vacancies led to another significant underspend of £350,000 against the revenue budget. This position is subject to final Audit as part of the statutory arrangements for the Joint Committee. The overall saving achieved against the original budgets from partners is around 23%.

This has allowed partners to receive a financial bonus as the saving has been returned to partners in the proportions they contribute albeit this came with a commitment to honour any further redundancy costs that the services incurs as it continues to streamline its operations, at least to the level agreed in the business case. Appendix 4 details the final financial statement for the service. In summary the position was as follows:

Table 5 –Budget Outturn for 2011/12

	Budget	Expenditure	Variance
Employees	4150	3905	-245
Premises	194	148	-45
Transport	215	177	-38
Supplies & Services	647	670	22
Contractors	423	448	25
Income	-3	-61	-59
Sub-Total	5626	5286	-340
Transfer to Reserve –Training	35	26	-9
Total	5661	5312	-349

Budget for 2013/14

Appendix 5 details the budget allocation for 2013/14. The contribution from each partner is based on the same revised % share outlined at the end of Appendix 4. The budget for 2012/13 was delivered by significantly reducing the funding for various activities (services and equipment) and by eliminating virtually all of the vacant posts within the service. This means that there is very little scope for reduction within the revenue budget other than salaries of front line staff. We envisage that the completion of transformation will allow us to develop some further small efficiencies.

Whilst the budget for 2013/14 is the same as 12/13, we are now aware that we will be required to deliver further savings on behalf of partners and, depending on the size of these reductions, will almost certainly result in reductions in the level of service delivered. The potential level of saving required will not be clear before September 2013 but we will be reviewing elements of service delivery during this financial year and, where it is possible and appropriate, we will look to use the VCR process to find staff savings and quantify the impact on service delivery and the associated risks. WRS Managers have been tasked with preparing a cost base for current activities and also to introduce a risk assessment methodology so partners can properly assess the impact of any budget reductions across the scope of the service, assisting them to make informed decisions.

Human Resources Issues

The current structure appears as Appendix A. This has been delivered by a minor re-structuring within what was Business Compliance and Community Protection, as a result of the data we were gathering, to deliver two Geographic teams and our Strategic Services team. This provided a better balance of resource allocation to demand spread. Further changes to our structure will be considered during 2013/14 when further data on demand and trends will be available.

Sickness absence levels are running at above the public sector average but around 2/3rds of this is made up of long term sickness resulting from either serious illness or injury. To help mitigate the impact of this we have implemented training for all managers on how to handle sickness absence and by a combination of careful monitoring and management a significant reduction in the current level is expected.

Money was carried forward last year to fund a Leadership training programme for the Managers within WRS. This has gone well and will be completed during Summer 2013. Further to this, a training and development programme has been developed and implemented for the Senior Practitioner tier (4nd tier managers,) to ensure that areas such as performance and sickness absence can be effectively monitored and managed.

All staff participated in the Personal Development Review process last year and this has been fed into a personal training plan for each officer and an overall training plan for the service. The latter allows us to look at opportunities for running training in-house (bringing the trainer to us) where there is sufficient need, which is significantly more cost effective than going to external providers.

Turnover of staff has been low, although we have lost two field officers who obtained promotions in other organisations. Re-organisation and ill health retirement have also contributed to some staff leaving the service. The main issue we have faced from a staffing perspective is that it has been very difficult to get suitable contractor cover to fill in for people on long term sick and for those seconded onto the IT implementation project. We were surprised by the shortage of suitable contractors in the Environmental Health field and it has proved even more difficult to obtain backfilling for Trading Standards staff.

We have responded to staff needs for support in our fast changing environment by offering various support systems. Worcestershire Works Well, has been implemented offering us a wellness at work programme to support staff and the Bromsgrove Employee Assistance programme where staff members offer to provide support to other staff members who are struggling has been implemented. Due to time constraints an Annual Staff Survey was not completed during this reporting period but one has been undertaken recently and will be reported in next year's Annual Report. There has however been a number of staff briefings and regular staff newsletter provided during this reporting period, to ensure staff remain supported, informed and engaged throughout the year.

Accommodation

Wyatt House continues to provide the service and its staff with an ideal base. The use of flexible and mobile working is generally now the norm, with staff frequently using home as their start and finish point for work in the field. Officers will come into Wyatt House two or three days per week to liaise with managers and colleagues or for meetings, and on the other days they work flexibly. The touch down points retained in each of the councils (excluding the City as Wyatt House is there,) have provided an excellent venue for licensing surgeries and these have been welcomed by the taxi trade in particular. This move has also enabled staff to strike a better work/life balance which is essential for good morale. Further progress on this important aspect of service delivery will be made once we have a single IT system in place.

Business Transformation (Service Delivery)

Systems Thinking has remained at the root of what the service is seeking to deliver, however, as the service contracts it will become harder to deliver what individual customers need. Going forward, the use of intelligence will feature more and more, especially within the Trading Standards functions under the National Trading Standards Board's Integrated Operating Model that seeks to embed the intelligence led approach at local, regional and national levels. The development of purposes from a customer perspective has assisted officers in shaping their responses to work within our framework of strategic priorities, keeping the service focused on what customers want.

During 2012/13, the service has trialled the use of a small intelligence unit within the service to both help direct the work of the service and to provide information for managers and members on outputs. This will be formalised during 2013/14 and will support the implementation of the intelligence led approach more widely across the service.

ICT Project

The implementation of a single new ICT system to replace the legacy systems currently being used within WRS has been a priority for the service during 2012/13. Customer focus and service transformation aimed at improving performance and efficiency is key to its design.

The WRS Project Team overseen by a Project Board has been formed comprising users drawn from across the service. This team, which is based at The Guildhall in Worcester, is being trained and supported by supplier IDOX. The team is tasked with building and developing the UNiform system tailored to WRS needs, and providing training to the end users. This approach will lead to the service becoming much more self-sufficient going forward with much less reliance on supplier support.

Since early March the team has been working on transferring historical data from existing partner systems. One by one, the data from these legacy systems is being loaded into UNiform with the ICT Team carrying out data and user acceptance testing prior to implementation across the service in late June.

Further features of the ICT system will be improved public access to data, a new integral document management system, spatial information and mobile working tools which will give Officers instant access to "live" information in the field which will facilitate a more efficient and customer focussed way of working

Risk Management

WRS recognises that the development of policy, delivery of service priorities and the management of its services for seven partners attract risks.

In reviewing its service risks and the effects of management strategies and policies WRS seeks to;

- Identify, assess and manage risk
- Safeguard the services assets and equipment
- Focus on the delivery of its service to its customers

The Service aims to ensure that Risk Management becomes a natural component of its management process and that when and where appropriate; risks are avoided, reduced, transferred or retained. As part of these arrangements, a WRS risk register has been developed that can be integrated with partners own risk registers. This register will be maintained and reviewed periodically to assess current risks and identify forthcoming priorities. The current risk register appears as Appendix 2.

Equality and Diversity

WRS is committed to equality of opportunity and respect for diversity. The service links in with the hosts adopted Equality Standard for Local Government as a framework to help embed equality and diversity into everyday aspects of its work.

Next Steps

As we head into the next period the service will face a number of key challenges, principally developing a service that meets all our partners differing financial pressures. The new IT system should be configured and implemented by autumn 2013 and this will improve both our ability to report and should streamline some processes.

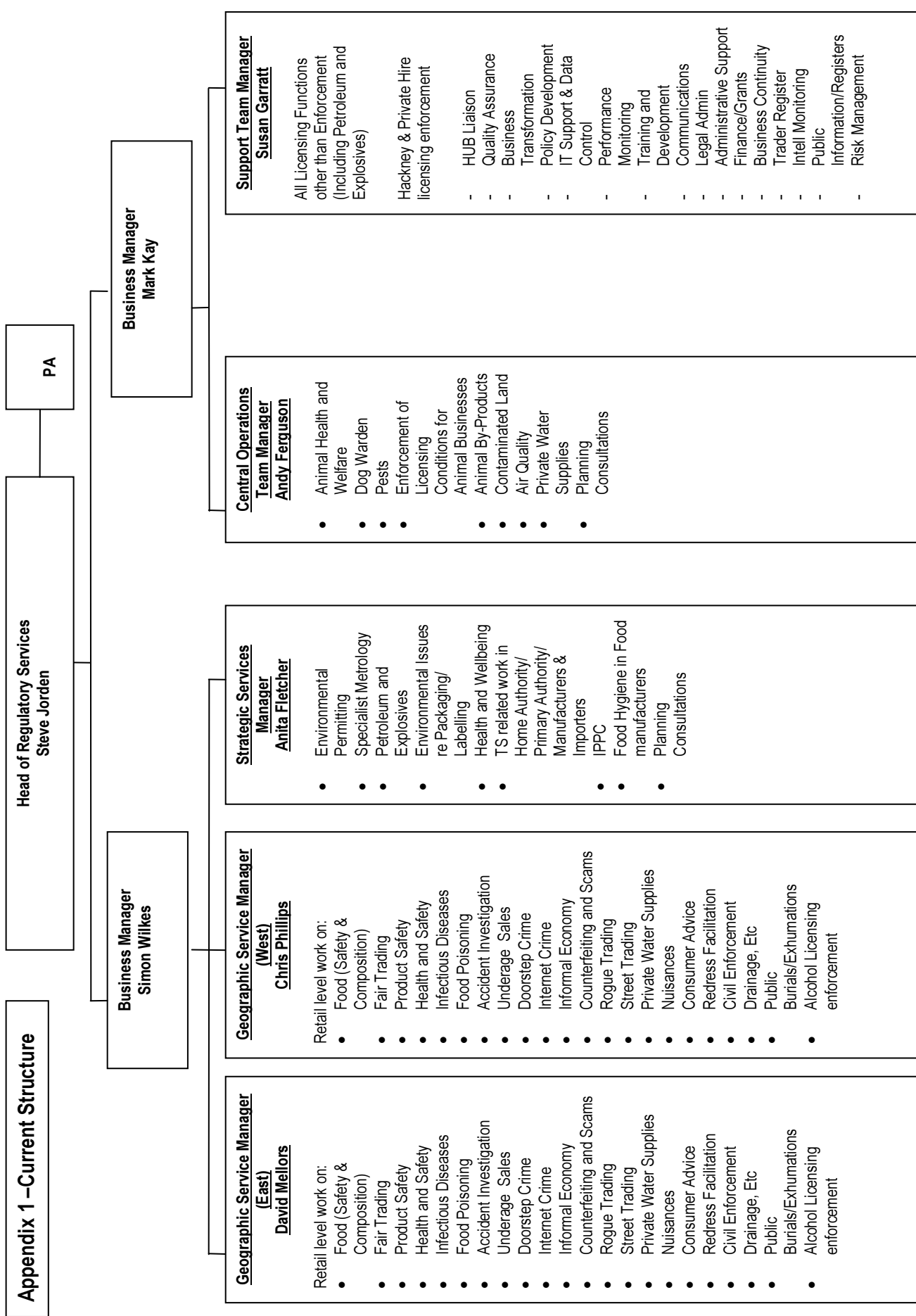
We will look at opportunities to extend the partnership to increase resilience and deliver some further cost savings. We are currently in discussion with several potential new partners. The potential increase in geographical scope of the service may require a review of governance arrangements to ensure that this element is delivered efficiently and cost effectively. It may also be necessary to consider a name change in order to reflect and changes on geographical coverage. Any proposal will be put before the Management Board and Joint Committee for consideration and decision.

As we will continue to be in an ever changing environment, communications with staff will remain key to maintaining performance, so we will maintain our various channels of communication to keep them informed of developments and involve them in the change process.

Key Milestones for 2013/14

- Detailed business case to members re taking on other partners
- Implementation of the new IT solution so old systems can be switched off,
- Following our philosophy of continuous improvement, we will continue to review processes to eliminate obvious waste,

- Identify how future budgetary restrictions might impact on service delivery going forward, including the risk of any service reductions envisaged.
- To achieve agreement with management board and joint committee on the scale and scope of savings on base budget that the service will be required to deliver during the next financial settlement period.
- Following on from this, to agree future levels of service delivery for all partners.
- Review of governance arrangements



Appendix 1 –Current Structure

**Head of Regulatory Services
Steve Jorden**

PA

**Business Manager
Simon Wilkes**

**Business Manager
Mark Kay**

**Geographic Service Manager
(East)
David Mellors**

Retail level work on:

- Food (Safety & Composition)
- Fair Trading
- Product Safety
- Health and Safety
- Infectious Diseases
- Food Poisoning
- Accident Investigation
- Underage Sales
- Doorstep Crime
- Internet Crime
- Informal Economy
- Counterfeiting and Scams
- Rogue Trading
- Street Trading
- Private Water Supplies
- Nuisances
- Consumer Advice
- Redress Facilitation
- Civil Enforcement
- Drainage, Etc
- Public
- Burials/Exhumations
- Alcohol Licensing enforcement

**Geographic Service Manager
(West)
Chris Phillips**

Retail level work on:

- Food (Safety & Composition)
- Fair Trading
- Product Safety
- Health and Safety
- Infectious Diseases
- Food Poisoning
- Accident Investigation
- Underage Sales
- Doorstep Crime
- Internet Crime
- Informal Economy
- Counterfeiting and Scams
- Rogue Trading
- Street Trading
- Private Water Supplies
- Nuisances
- Consumer Advice
- Redress Facilitation
- Civil Enforcement
- Drainage, Etc
- Public
- Burials/Exhumations
- Alcohol Licensing enforcement

**Strategic Services
Manager
Anita Fletcher**

- Environmental Permitting
- Specialist Metrology
- Petroleum and Explosives
- Environmental Issues
- re Packaging/ Labelling
- Health and Wellbeing
- TS related work in Home Authority/ Primary Authority/ Manufacturers & Importers
- IPPC
- Food Hygiene in Food manufacturers
- Planning Consultations

**Central Operations
Team Manager
Andy Ferguson**

- Animal Health and Welfare
- Dog Warden
- Pests
- Enforcement of Licensing
- Conditions for Animal Businesses
- Animal By-Products
- Contaminated Land
- Air Quality
- Private Water Supplies
- Planning Consultations

**Support Team Manager
Susan Garratt**

- All Licensing Functions other than Enforcement (Including Petroleum and Explosives)
- Hackney & Private Hire licensing enforcement
- HUB Liaison
- Quality Assurance Business Transformation
- Policy Development
- IT Support & Data Control
- Performance Monitoring
- Training and Development
- Communications
- Legal Admin
- Administrative Support
- Finance/Grants
- Business Continuity
- Trader Register
- Intell Monitoring
- Public Information/Registers
- Risk Management

Appendix 2 – WRS Risk Register

Risk Description	Consequences	When is this likely to happen	Current Position			Control measures
			Likelihood	Impact	Matrix RAG Status	
Loss of Data through IT failures	Disruption to Service Provision. Inability to produce records and data.	On-going	Low	High	Green	Bromsgrove ICT have effective processes and business continuity plans in place.
Delays in procuring and implementing new single WRS IT System	Impact on work planning. Additional time taken in cross referencing data sets and reporting from 7 different systems.	Sept 2013 onwards	Low	High	Amber	System implementation is well underway under the supervision of a Project Board and is currently on target. There have been significant issues with data transfer but so far these have been overcome by our dedicated implementation team and we remain on target.
Effective and efficient Business Continuity arrangements in place	Disruption to service if e.g. Major Power failures or other reasons that access to Wyatt House is not possible.	On-going	Very Low	Medium	Green	Staff are equipped for mobile/home working. Touchdown stations available in partner council locations.
Maintain our capacity to achieve service delivery	Disruption to service e.g Major staff sickness (e.g. flu pandemic) or Unable to recruit or retain suitably qualified staff.	On-going	Low	Medium	Green	Service priorities to be managed and partners informed of any changes to service. Consultants are available to provide short term cover and this has worked well where we have used them to cover peak demand periods. We are active within regional and sub regional groups to share resources if required. Effective training and development processes in place to ensure recruitment and retention of staff. Regular inventory and maintenance of equipment. In future budget for replace may be an issue but would be a relatively small amount for partners to share. New framework contract has 4 suppliers so the loss of one allows work to be moved to the other 3.
Pest and Dog Control contractors cease operations.	Disruption to service. Negative media coverage. Increased public health risks	On-going	Low	High	Green	Budget available to use temporary staff or buy in use of other private sector providers in short term. New contracts are in place and Warden Service now fully in-house.
Effective and efficient contract arrangement for dog control	Disruption to service if no kennels available. Negative media coverage. Increased public health risks	On-going	Low	High	Amber	

<p>Robust arrangements in place in relation to obtaining legal advice and monitoring legislative changes.</p>	<p>Negative media coverage through loss of major case. Loss of confidence in the service. Financial loss</p>	<p>On-going</p>	<p>Low</p>	<p>Medium</p>	<p>Green</p> <p>Use of competent staff to undertake investigations. Proper scheme of delegation to ensure authority to take decisions is clear and monitor for legislative changes. Clear enforcement policy in place & ensure compliance with legal procedures. Effective liaison with partner councils legal services departments.</p>
<p>Robust arrangements in place to respond to an environmental incident/disaster</p>	<p>Negative media coverage if major infectious disease incident or animal disease outbreak not handled well. Impact on other service areas. Well-being of staff.</p>	<p>On-going</p>	<p>Low</p>	<p>High</p>	<p>Amber</p> <p>Processes for response to incidents clear. Effective liaison with government departments and agencies. Managers to deploy staff to support other teams. Mutual aid arrangements with neighbours in place for Animal disease outbreaks Effective delegation of financial decisions. Devolution of cost centres to managers. Monthly reporting within WRS. Quarterly reporting to management board and Joint Committee Compliance with Bromsgrove's financial procedures. Keep key government stakeholders apprised of WRS plans and business transformation and address any concerns at an early stage. Ok if partners conform with legal agreement on budgetary cost</p>
<p>Failure to maintain effective budgetary control</p>	<p>Financial loss Inability to pay staff/contractors Reputational damage</p>	<p>On-going</p>	<p>Low</p>	<p>High</p>	<p>Green</p> <p>Effective delegation of financial decisions. Devolution of cost centres to managers. Monthly reporting within WRS. Quarterly reporting to management board and Joint Committee Compliance with Bromsgrove's financial procedures. Keep key government stakeholders apprised of WRS plans and business transformation and address any concerns at an early stage. Ok if partners conform with legal agreement on budgetary cost</p>
<p>Criticism or intervention by Government if they are unhappy with service provision. Achieve stable levels of contribution from partner authorities</p>	<p>Reputational damage. Level of support from constituent authorities for Regulatory Services will vary due to variations in income</p>	<p>On-going</p>	<p>Very low</p>	<p>low</p>	<p>Green</p> <p>Compliance with Bromsgrove's financial procedures. Keep key government stakeholders apprised of WRS plans and business transformation and address any concerns at an early stage. Ok if partners conform with legal agreement on budgetary cost</p>
<p>Host provides high quality support services to ensure effective service provision</p>	<p>Cost of hosting may increase and level of support required may not be met resulting in the service performance being affected. Failure in host support</p>	<p>On-going</p>	<p>Low</p>	<p>High</p>	<p>Amber</p> <p>Ensure Management Board informed of significant failings Maintain ongoing liaison with host authority Host authority to deal with issues in a timely fashion</p>
			<p>Medium</p>	<p>Medium</p>	

Minimise any perceived or real democratic deficit	Members and citizens may perceive that the joint service is not as good as the previous one.	On-going	Low	Medium	Green	Ensure good communications back to the constituent authorities Ensure all publicity pushes the joint nature of services Maintaining some kind of "localism" in the operational delivery Ongoing liaison with relevant parts in partner councils (eg Planning)
Effective communication with internal partners	Some elements of the new service have key links back to services within the authorities e.g. Planning. These cannot be lost otherwise processes will not work properly Different conditions in different areas, Business customers operating in more than one area face different requirements from the same service. One system should create standard fees	On-going	Low	Low	Green	Gradually move towards a more standardised approach within the demands of individual local authorities Have clear scripting for Customer Service staff so that they know the different provisions in each district
Development where possible of harmonised approach to service delivery by partners		On-going				

Appendix 3
Performance Reporting Template 2013/14

Measure	Reported	Comments/queries
1. Business satisfaction	quarterly	To be based on standard questionnaire sent to businesses with which WRS has had contact that quarter.
2. Client Satisfaction	quarterly	To be based on standard questionnaire sent to customers with whom WRS has had contact that quarter.
3. Improved Consumer Confidence	quarterly	To be based on standard questionnaire that contains a specific question about whether consumer feel better informed and able to deal with their own problems after their contact with WRS
4. No. of business broadly compliant (of those inspected during the period)	quarterly	At this stage all 7 council can only access this data for food – not other subject areas. We can ensure that if Management Board and Joint Committee feel this is a key measure that it is available for all areas for any new IT system that is procured for WRS.
5. No. of improving food premises	annually	Will use %age 0,1,2 star premises under FHRS so should see improvements
6. Percentage of premises selling alcohol to children	quarterly	This will be reported at the end of each quarter where there has been a test purchasing exercise, as these do not happen every quarter.
7. No. noise complaints received per 1000 population	quarterly	Self explanatory.
8. cost of environmental health function per head of population	quarterly	This will be based on the service plan/budget for 2011/2012.
9. cost of trading standards function per head of population	Quarterly	This will be based on the service plan/budget for 2011/2012.
10. % of applicants for driver licences rejected as not fit and proper	Annual	To show service ensuring only fit people are licensed
11. % of vehicles found to be defective whilst in service	Annual	To show we are making the trade ensure safety of travelling public
12. Staff sickness absence at public sector average or better	Quarterly	Hope to see falling trend over time getting below the Host's target.
13. Air quality action plans put in place where necessary to support delivery of improvement	Annual	Since a county wide plan is out for consultation this may be superfluous by the end of the year
14. Review of register of compliments and complaints	Annual	Report both complaints and complements

This will also be a list of short paragraphs with outcomes of key projects, legal cases etc that are of interest to the board/committee. This will include information on the assessments for contaminated land sites.

Regulatory Services - Revenue Monitoring 2012/13 - 12 Months to end of March 2013

	Summary - Full year Budget	Summary - Budget 12 Mths Mar 13	Summary - Expenditure to Mar 13	Summary - Variance	Summary - Projected outturn	Summary - Projected Outturn Variance
	£'000	£'000	£'000	£'000	£'000	£'000
Direct Expenditure						
Employees						
Salary	4,124	4,124	3,791	-333	3,791	-333
Agency Staff	3	3	86	84	86	84
Recruitment	0	0	0	0	0	0
Subscription	2	2	9	7	9	7
Training	2	2	2	-0	2	-0
Employee Insurance	19	19	17	-2	17	-2
Sub-Total - Employees	4,150	4,150	3,905	-245	3,905	-245
Premises						
Rent	88	88	70	-18	70	-18
Room Hire	3	3	1	-2	1	-2
Business Rates	35	35	34	-1	34	-1
Cleaning	10	10	7	-3	7	-3
Repairs & Maintenance	4	4	1	-3	1	-3
Service Charges	17	17	9	-8	9	-8
Secure Storage	17	17	17	0	17	0
Utilities	18	18	7	-11	7	-11
Water & Sewerage Services	2	2	2	-0	2	-0
Sub-Total - Premises	194	194	148	-45	148	-45

Transport									
Vehicle Hire	12	12	10	-2	10	-2	10	-2	
Vehicle Fuel	7	7	7	-0	7	-0	7	-0	
Tyres	0	0	0	0	0	0	0	0	
Road Fund Tax	1	1	1	-0	1	-0	1	-0	
Vehicle Insurance	3	3	4	0	4	0	4	0	
Vehicle Maintenance	2	2	2	0	2	0	2	0	
Car Lease	7	7	4	-3	4	-3	4	-3	
Car Allowances	183	183	150	-33	150	-33	150	-33	
Public Transport	0	0	0	0	0	0	0	0	
Sub-Total - Transport	215	215	177	-38	177	-38	177	-38	

Supplies and Services									
Furniture & Equipment	46	46	69	23	69	23	69	23	
Test Purchases	12	12	1	-11	1	-11	1	-11	
Clothes, uniforms and laundry	5	5	2	-3	2	-3	2	-3	
Printing & Photocopying	27	27	30	3	30	3	30	3	
CRB Checks (taxi)	28	28	29	1	29	1	29	1	
Publications	10	10	10	1	10	1	10	1	
Postage	12	12	9	-3	9	-3	9	-3	
ICT	69	69	104	35	104	35	104	35	
Legal Costs	7	7	1	-6	1	-6	1	-6	
Telephones	41	41	33	-8	33	-8	33	-8	
Training & Seminars	60	60	42	-18	42	-18	42	-18	
Car Parking & Subsistence	0	0	1	1	1	1	1	1	
Insurance	20	20	33	13	33	13	33	13	
Miscellaneous Expenses	1	1	2	1	2	1	2	1	
Third Party Payments									
Support Service Recharges	250	250	250	0	250	0	250	0	
Customer Services Hub	50	50	50	0	50	0	50	0	
Audit	10	10	5	-5	5	-5	5	-5	
Sub-Total - Supplies & Service	647	647	670	22	670	22	670	22	

Contractors								
Dog Warden	145	145	140	140	140	140	140	-5
Pest Control	40	40	55	55	55	55	55	15
Analytical Services - Tr Standards	95	95	95	95	95	95	95	0
Trading Standards	8	8	5	5	5	5	5	-3
Licensing	14	14	10	10	10	10	10	-4
Other contractors/consultants	18	18	15	15	15	15	15	-3
Water Safety	5	5	8	8	8	8	8	3
Food Safety	8	8	0	0	0	0	0	-7
Health & Safety	2	2	4	4	4	4	4	3
Environmental Protection	33	33	66	66	66	66	66	33
Taxi Tests	31	31	34	34	34	34	34	3
Grants / Subscriptions	14	14	13	13	13	13	13	-1
Advertising	11	11	2	2	2	2	2	-8
Publicity & Promotions	2	2	0	0	0	0	0	-2
CRB Checks	0	0	0	0	0	0	0	0
Sub-Total	423	423	448	448	448	448	448	25

Income								
Car Lease Contributions / Training								
Courses / Bereavement / Works in								
Default / Sewer Baiting etc	-3	-3	-61	-61	-61	-61	-61	-59
Sub-Total	-3	-3	-61	-61	-61	-61	-61	-59

Total	5,626	5,626	5,286	5,286	5,286	5,286	5,286	-340
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Training Reserve From 2011/12	35	35	26	26	26	26	26	-9
Sub-Total	35	35	26	26	26	26	26	-9

Total	5,661	5,661	5,312	5,312	5,312	5,312	5,312	-349
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Percentage saving from original budget £7,181 in 2010-11 26.02%

12-13 Underspend refunded to partners	£'000	%
Bromsgrove	39	11.05
Malvern Hills	33	9.58
Redditch	39	11.31
Worcs City	39	11.11
Wychavon	58	16.55
Wyre Forest	38	10.82
Worcs County	103	29.58
Total Refund	349	100.00

WRS BUDGET 2012/2013 - 2014/2015

Account description	Budget 2012/2013 £'000	Budget 2013/2014 £'000	Budget 2014/2015 £'000
Employees			
Monthly salaries	4,123	4,123	4,123
Agency workers	3	3	3
Training for professional qualifications	2	2	2
Medical fees (employees')	1	1	1
Employers' liability insurance	19	19	19
Employees' professional subscriptions	2	2	2
Sub-Total - Employees	4,150	4,150	4,150
Premises			
Internal repair/maint.	4	4	4
Rents	102	102	102
Utilities	20	20	20
Business Rates	35	35	35
Room hire	23	23	23
Trade Waste	1	1	1
Cleaning and domestic supplies	9	9	9
Sub-Total - Premises	194	194	194
Transport			
Vehicle repairs/maint'ce	8	8	8
Diesel fuel	7	7	7
Licences	1	1	1
Contract hire of vehicles	5	5	5
Vehicle insurances	3	3	3

Car Lease	7	7	7
Fares & Car Parking	5	5	5
Car allowances	178	178	178
Sub-Total - Transport	214	214	214

Supplies & Service			
Equipment - purchase/maintenance/rental	35	35	35
Materials/test purchases/vending	23	23	23
Clothing and uniforms	4	4	4
Laundry	1	1	1
Training fees	60	60	60
General insurances	20	20	20
Printing and stationery	27	27	27
Books and publications	10	10	10
Postage/packaging	12	12	12
ICT	69	69	69
Telephones	42	42	42
Taxi Tests	34	34	34
CRB Checks (taxi)	20	20	20
Legal fees	7	7	7
Support service recharges	250	250	250
Customer service posts	50	50	50
Audit	10	10	10
Sub-Total - Supplies & Service	674	674	674

Contractors			
Consultants / Contractors' fees/charges/SLA's	369	369	369
Advertising (general)	10	10	10
Grants and subscriptions	16	16	16
Marketing/promotion/publicity	2	2	2
Sub-Total - Contractors	397	397	397

Income			
INCOME miscellaneous fees	-3	-3	-3

Sub-Total - Income

-3

-3

-3

BUDGET TOTAL

5,626

5,626

5,626

- Bromsgrove
- Malvern Hills
- Redditch
- Worcester City
- Wychavon
- Wyre Forest
- Worcester County

602
534
604
623
948
620
1,694
5,626



	Nuisance	4287
A**	Air Pollution	321
D**	Drainage	190
M**	General Nuisance / Pollution	860
N**	Noise	2195
P**	Pests	721
	Food	1030
	Health & Safety	202
	Planning	1035
	Public Burial	34
	Other Complaints or Enquiries	635

Complaints received by Citizens Advice	11556
Investigated by WRS	4548

	Top 5 consumer complaint categories	
EE	Second Hand Motor Vehicles	1252
AB	Home Improvements	1145
AD	Furniture & Pictures	791
DE	Ancillary Credit Business	496
BM	Telecommunications	397



	Nuisance	393
A**	Air Pollution	34
D**	Drainage	30
M**	General Nuisance / Pollution	75
N**	Noise	221
P**	Pests	33
	Food	131
	Health & Safety	22
	Planning	162
	Public Burial	1
	Other Complaints or Enquiries	52
Complaints received by Citizens Advice where the subject is located in Bromsgrove		893
Investigated by WRS		383

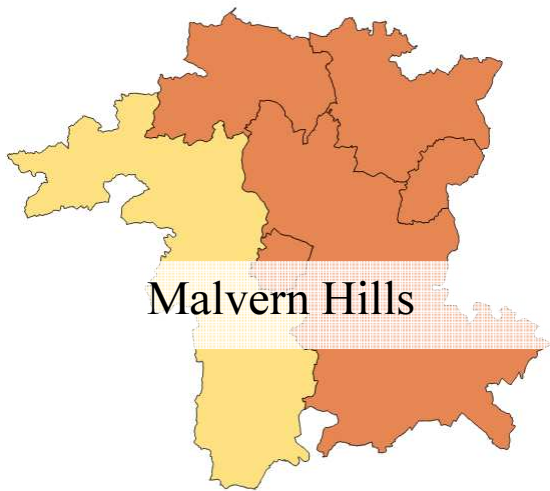
For a

wide range of statistics for this district, visit the following link:

www.worcestershire.gov.uk/cms/research-and-intelligence/local-area-profiles.aspx

	Top 5 consumer complaint categories	
EE	Second Hand Motor Vehicles	139
AB	Home Improvements	85
DE	Ancillary Credit Business	65
AD	Furniture & Pictures	51
BA	Food & Drink	42





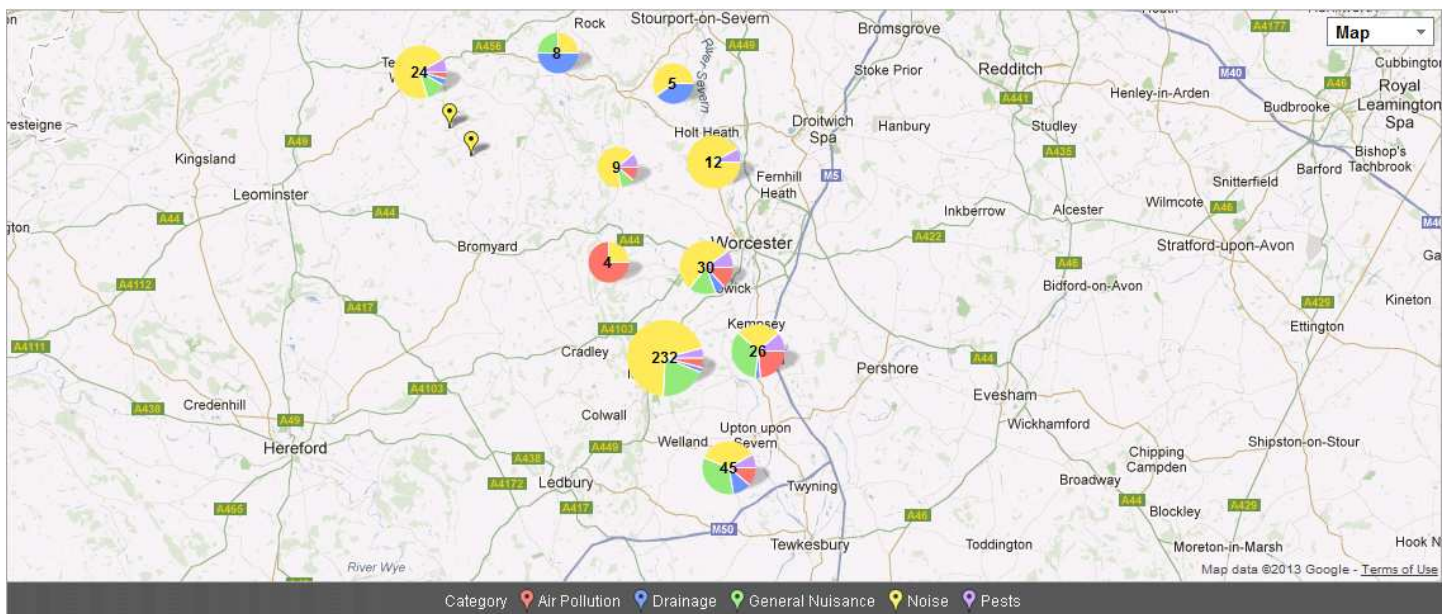
Malvern Hills

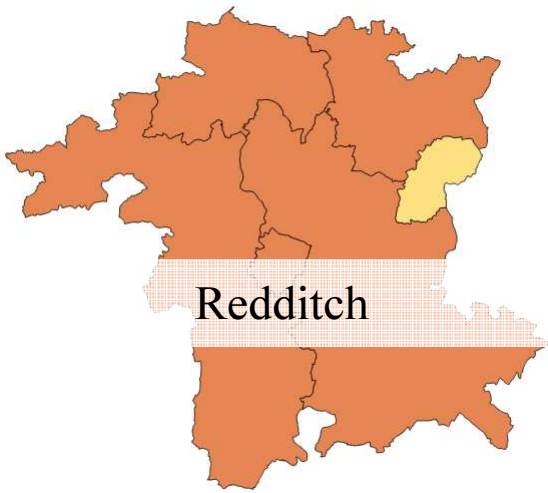
	Nuisance	412
A**	Air Pollution	32
D**	Drainage	21
M**	General Nuisance / Pollution	83
N**	Noise	250
P**	Pests	26
	Food	140
	Health & Safety	21
	Planning	174
	Public Burial	6
	Other Complaints or Enquiries	51
Complaints received by Citizens Advice where the subject is located in Malvern Hills		481
Investigated by WRS		245

For a wide range of statistics for this district, visit the following link:

www.worcestershire.gov.uk/cms/research-and-intelligence/local-area-profiles.aspx

Top 5 consumer complaint categories		
AB	Home Improvements	62
BA	Food & Drink	43
EE	Second Hand Motor Vehicles	32
BA	Food & Drink	32
AN	Large Domestic Appliances	27



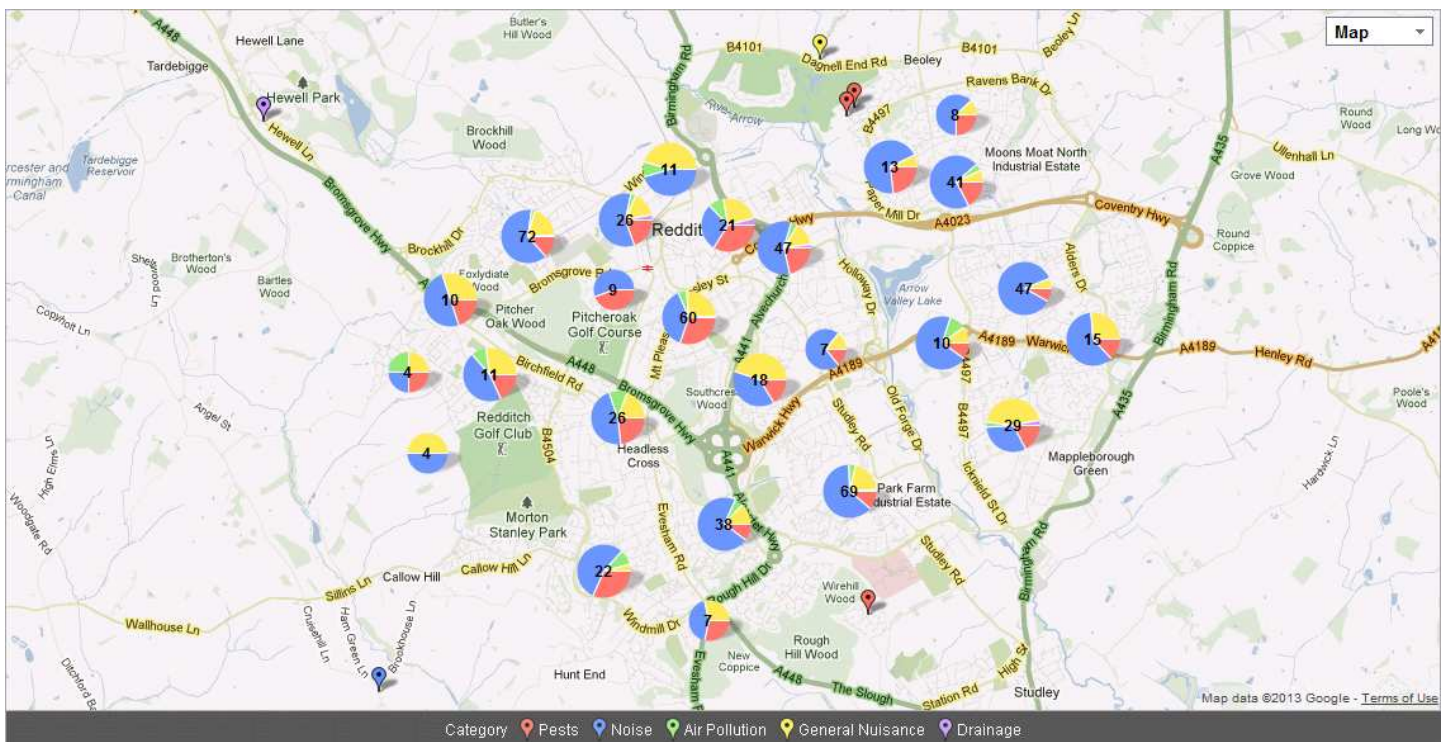


	Nuisance	655
A**	Air Pollution	28
D**	Drainage	8
M**	General Nuisance / Pollution	130
N**	Noise	368
P**	Pests	121
	Food	76
	Health & Safety	16
	Planning	74
	Public Burial	3
	Other Complaints or Enquiries	44

Complaints received by Citizens Advice where the subject is located in Redditch	982
Investigated by WRS	344

	Top 5 consumer complaint categories	
AB	Home Improvements	185
EE	Second Hand Motor Vehicles	87
DE	Ancillary Credit Business	73
AD	Furniture & Pictures	64
EF	Car Repairs & Servicing	43

For a wide range of statistics for this district, visit the following link:
www.worcestershire.gov.uk/cms/research-and-intelligence/local-area-profiles.aspx





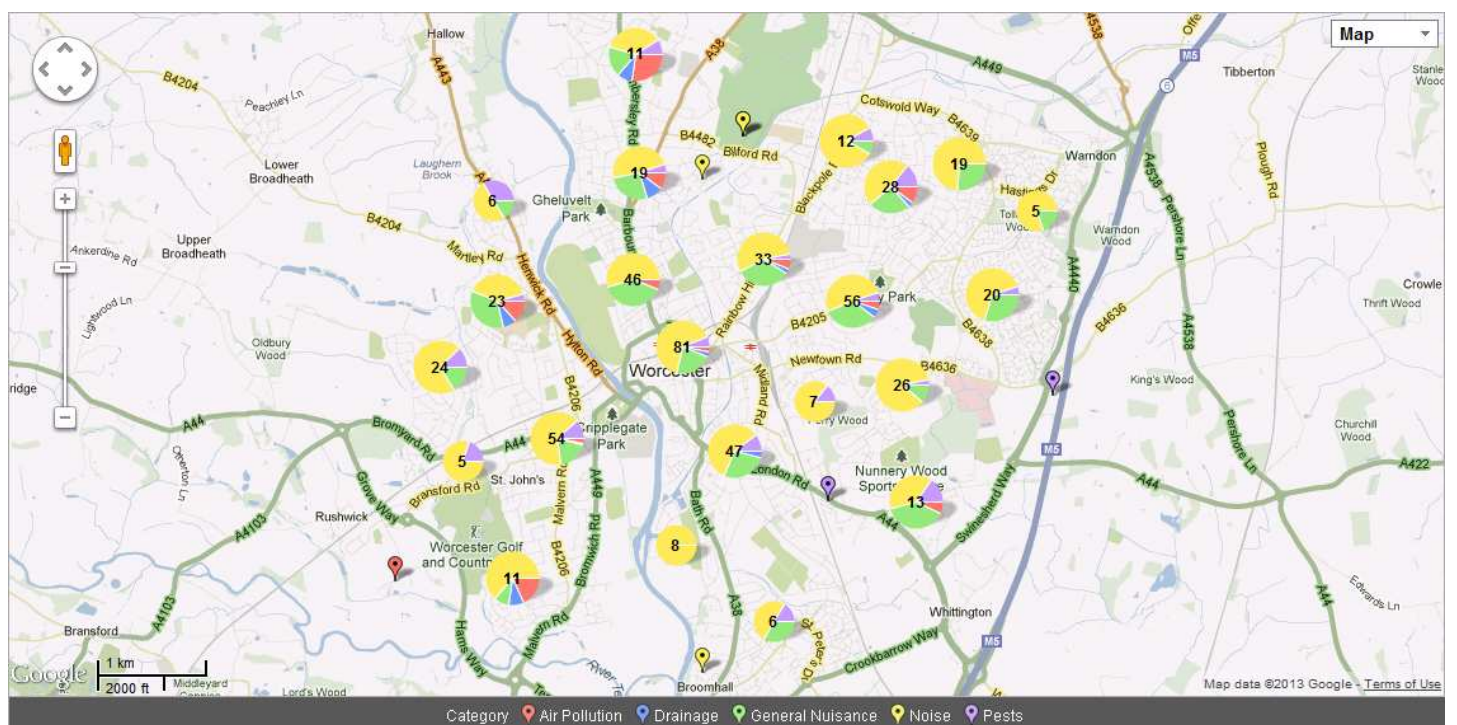
	Nuisance	578
A**	Air Pollution	29
D**	Drainage	17
M**	General Nuisance / Pollution	141
N**	Noise	348
P**	Pests	43
	Food	149
	Health & Safety	32
	Planning	157
	Public Burial	5
	Other Complaints or Enquiries	75

Complaints received by Citizens Advice where the subject is located in Worcester City	1193
Investigated by WRS	427

For a wide range of statistics for this district, visit the following link:

www.worcestershire.gov.uk/cms/research-and-intelligence/local-area-profiles.aspx

	Top 5 consumer complaint categories	
AB	Home Improvements	135
EE	Second Hand Motor Vehicles	97
CA	Clothing & Fabrics	83
AD	Furniture & Pictures	66
BA	Food & Drink	60





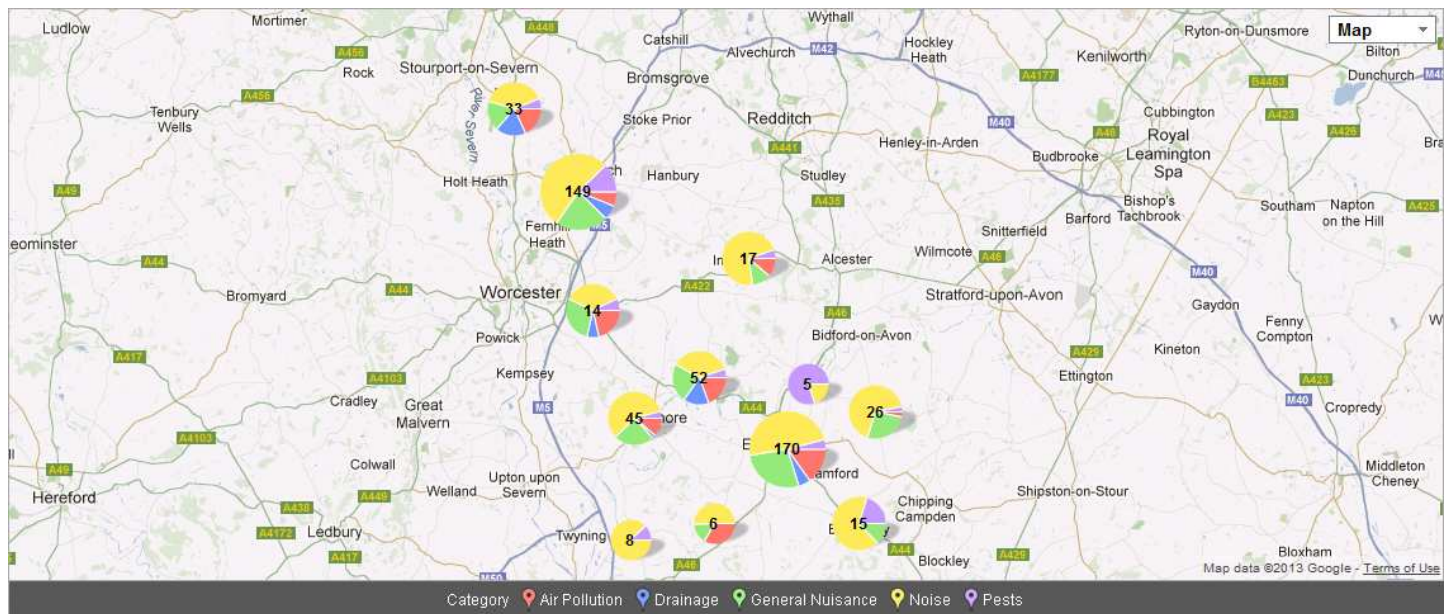
	Nuisance	547
A**	Air Pollution	64
D**	Drainage	37
M**	General Nuisance / Pollution	127
N**	Noise	275
P**	Pests	44
	Food	147
	Health & Safety	32
	Planning	161
	Public Burial	
	Other Complaints or Enquiries	80

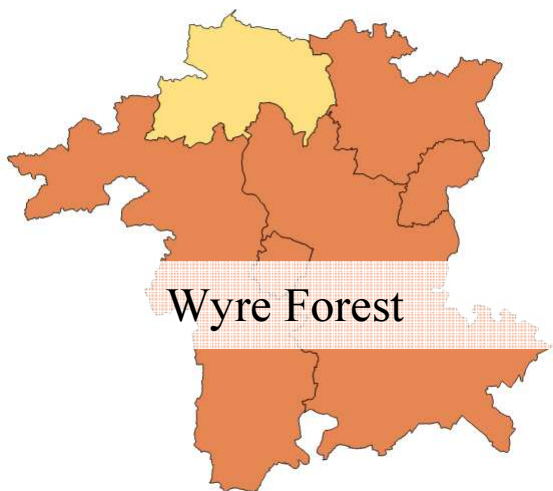
Complaints received by Citizens Advice where the subject is located in Wychavon	1283
Investigated by WRS	536

	Top 5 consumer complaint categories	
AD	Furniture & Pictures	242
EE	Second Hand Motor Vehicles	151
AB	Home Improvements	83
GA	Industrial / Commercial Goods & Services	72
BA	Food & Drink	52

For a wide range of statistics for this district, visit the following link:

www.worcestershire.gov.uk/cms/research-and-intelligence/local-area-profiles.aspx





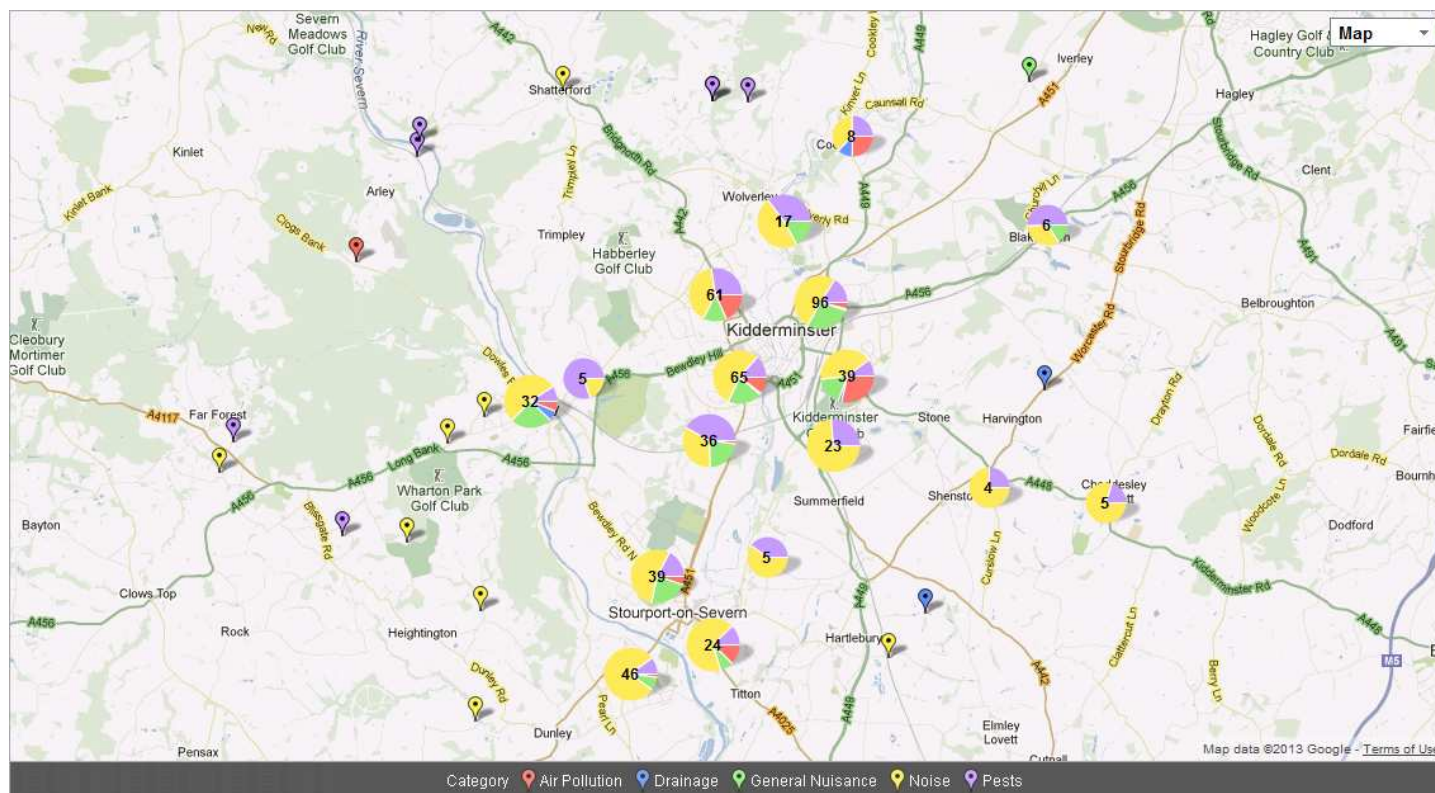
	Nuisance	549
A**	Air Pollution	47
D**	Drainage	8
M**	General Nuisance / Pollution	94
N**	Noise	288
P**	Pests	112
	Food	120
	Health & Safety	25
	Planning	53
	Public Burial	4
	Other Complaints or Enquiries	54

Complaints received by Citizens Advice where the subject is located in Wyre Forest	825
Investigated by WRS	313

For a wide range of statistics for this district, visit the following link:

www.worcestershire.gov.uk/cms/research-and-intelligence/local-area-profiles.aspx

Top 5 consumer complaint categories		
EE	Second Hand Motor Vehicles	130
AD	Furniture & Pictures	84
AB	Home Improvements	66
AN	Large Domestic Appliances	47
BA	Food & Drink	39



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JOINT COMMITTEE

Date 27 June 2013

Worcestershire LEP/WRS Charter Action Plan

Recommendation

To approve the WLEP/WRS Charter Action Plan which highlights what actions will be taken to deliver the aims contained within the charter.

Report

The Regulatory and Business Charter was launched in November 2012 and it sets out a number of aims which the local authorities and national regulators will deliver to local businesses.

The Charter covers 8 main aims which cover areas such as business support and creating an environment within which business can flourish whilst the public are still protected.

Once the Charter had been agreed between partners the aims within the charter needed to be converted into specific actions and this is where the Action Plan comes in.

To assist with delivering the necessary outcomes a funding bid was made to the Better Regulation delivery Office (BDRO) and a grant of £15,000 has been made available to assist with delivering both the action plan and the actions contained therein.

The primary focus of the action plan in this early stage is on the rural economy around the principle of "Farm to Fork" and work will concentrate on sectors such as farm shops, small rural producers and food producers and horticulture.

The Worcestershire LEP approved the draft Charter action Plan at its Board meeting on 23 May 2013.

Financial Implications

A grant of £15,000 has been agreed with the BDRO to Assist with this work.

Contact Points

Steve Jordan, Head of Worcestershire Regulatory Services
Tel: 01527-881466
email: s.jorden@worcestershire.gov.uk

Background Papers

Draft Charter Action Plan
Regulatory and Business Partnership Charter





DRAFT
WLEP & WRS Regulatory and Business Partnership
Converting Charter into Action Plan

Initiative	Purpose	Actions	Lead	Target Date
First Joint Business and Regulators Workshop	Explore business' and regulators' initial interest, issues and ideas	Scoped out stakeholder process Inclusion of Regulation supporting Growth in WLEP Business Plan	WLEP & WRS	May 2012
Regulators Working Group	Established to co-ordinate and deliver information, guidance and support more effectively to help businesses - WLEP, WRS, Environment Agency, HMRC, HSE, Fire & Rescue Service, ACAS	Terms of Reference agreed Bi-monthly meetings Outcomes of Pathfinder Shared Learning Event considered/applied Priority Actions identified	WLEP & WRS & National Regulators	November 2012
Regulatory and Business Partnership Charter	Charter to establish a strategic framework of principles for regulation supporting business growth. Charter publicizes a firm statement of intent locally, nationally and globally. Charter cross reference to WLEP Business Plan	Charter launched at WLEP Conference "The Outlook is Bright in Worcestershire" (300+ businesses)	WLEP & WRS, businesses, national regulators	November 2012

WLEP Board Champion	Ed Webb, Webbs of Wychbold confirmed as WLEP Board Champion and Chair of WLEP Business and Regulation Sub Group	To champion business needs; steer joint working with local/national regulators; oversee Charter converted to Action Plan	WLEP	November 2012
Business and Regulators Workshop	Worcestershire business community, National Regulators, WLEP and WRS (35 representatives) to shape actions and priorities	Scope out first joint Charter Action Plan, priorities and targets	WLEP & WRS	March 2013
WLEP Business and Regulation Sub Group	<p>Sub Group formed to:</p> <ul style="list-style-type: none"> • lead, co-ordinate, facilitate, monitor and review delivery of Charter and annual Action Plans • encourage an open, honest exchange and constructive challenge between regulators and businesses • facilitate feedback on experiences between businesses and regulators • provide a consultative mechanism to help regulators shape innovative service delivery to meet local business needs and promote business success • build a positive relationship between businesses and regulators that improves compliance and supports business growth 	<p>Business-Led Group LEP Board Champion (Chair) Delivery Focus Bi-monthly meetings</p> <p>Report initial Action Plan outcomes to Annual WLEP Conference and BRDO</p>	WLEP & WRS	April 2013
				October 2013

<p>Wider Business Engagement – stakeholder meetings</p>	<p>Charter and Action Plan promotion through generic stakeholders meetings/events as follows:</p> <ul style="list-style-type: none"> • WLEP Board & WLEP Business Board meetings • WLEP Business members/networks • Business membership organisations/networks/events – Chamber of Commerce, FSB, IoD, Mid West Rural Enterprises network • Key Trade Associations events/networks relating to priority business sectors • Seminars/workshops delivered/attended by WRS/National Regulators prioritising the food chain 	<p>“How we can help your bottom line” - common scripts, texts, messages to adapt/deliver to various audiences. Co-ordinate and share regulator events. Target main audiences/priority networks</p>	<p>WLEP Business & Regulator Sub Group WRS Regulators Working Group Business Member Organisations</p>	<p>April 2013 onwards</p>
<p>Communications</p>	<p>Target Charter and Action Plan promotion through generic communications channels as follows:</p> <ul style="list-style-type: none"> • WLEP website • WRS website and Worcestershire authorities’ “Business Central” • WLEP Linked in and Twitter Groups • Links to National Regulators’ respective websites and social media channels • WLEP and WRS Press Releases • Co-ordinated relationship management across WRS/National Regulators 	<p>Show “How we can help your bottom line” - common scripts, texts, messages to adapt/deliver to various audiences. Co-ordinate and share regulator events. Target main audiences/priority networks</p>	<p>WLEP Business & Regulator Sub Group WRS Regulators Working Group Business Member Organisations</p>	<p>April 2013 onwards</p>

<p>Business and Regulators Summit</p>	<p>Promote initial Charter principles and strive to attain Action Plan outcomes. Constructive critical challenge of progress and set ambitions for next year</p>	<p>“Sense Check” Charter principles and progress with Action Plan with wider business audience and regulatory interests. Reaffirm/amend Action Plan and priorities</p>	<p>WLEP Business & Regulator Sub Group WRS Regulators Working Group Business Member Organisations</p>	<p>October 2013</p>
<p>WLEP Annual Conference</p>	<p>Promote achievements since Charter launch and ambitions for forthcoming year</p>	<p>Engage and sustain wider WLEP business involvement. Use Conference promotional channels to spread messages. “Sense Check” with wider WLEP audience to reaffirm/amend Action Plan and priorities</p>	<p>WLEP Business & Regulator Sub Group WRS Regulators Working Group Business Member Organisations</p>	<p>October 2013</p>
<p>Business Needs Survey</p>	<p>Undertake sample survey/analysis of Worcestershire businesses to identify business needs (alongside stakeholder engagement) and shape regulatory support, tools and products</p>	<p>Establish a benchmark for current business experiences of regulation. Establish baseline from which to measure future pace/effectiveness of planned actions and improvements</p>	<p>WRS</p>	<p>February – March 2013</p>
<p>Create a Business</p>	<p>Establish new, innovative Regulatory Delivery</p>	<p>Determining detailed</p>	<p>WLEP</p>	<p>April 2013 –</p>

<p>Friendly Environment</p>	<p>Model:</p> <ul style="list-style-type: none"> • accessible advice – Smart Phone, “Ask Reg” Phone app, links to ERWIN website, social media channels • website signposting – WRS/Business Central, WLEP, National Regulators, Business Member Organisations • website/publishable material in practical, simple language and pragmatic steps to aid self compliance • publish simple compliance code for business • “Single point of contact” - co-ordinate streamlined, constructive, synchronized risk-based regulatory support (WRS & National regulators) as an effective, tailored relationship management approach for any one business with web-based support 	<p>actions, tools and products which are responsive to business needs (survey and stakeholder discussions)</p>	<p>Business & Regulator Sub Group WRS Regulators Working Group Business Member Organisations</p>	<p>October 2013</p>
<p>Business Lifecycle Development</p>	<p>Develop business support mapped against the Pathfinder Business Lifecycle Stages – micros/start-ups, expanding existing SME businesses and large/corporates</p>	<p>Preliminary scoping of each business lifecycle stage to formulate consistent streamlined combined offer by all regulators</p>	<p>Business & Regulators Sub Group Local/National Regulators Group</p>	<p>September 2013</p>
<p>Support for Micro/Start Up Businesses</p>	<p>Pilot “First Steps” Model as scoped out under “Business Lifecycle Development” above</p>	<p>WLEP, WRS, National Regulators to test co-ordinated programme of consistent practical advice, information and support</p>	<p>Business & Regulators Sub Group Local/National Regulators Group</p>	<p>October 2013 – February 2014</p>
<p>Support for existing</p>	<p>Pilot “Expanding Business” Model as scoped</p>	<p>WLEP, WRS,</p>	<p>Business &</p>	<p>October 2013</p>

business, particularly SMEs	out under "Business Lifecycle Development" above	National Regulators to test co-ordinated programme of consistent practical advice, information and support	Regulators Sub Group Local/National Regulators Group	- February 2014
Primary Authority	Promotion of advantages of Primary Authority scheme to meet needs of large/corporate businesses in Worcestershire	Host targeted and collective workshop for corporate businesses; Follow up 121s with companies	WRS	April – September 2013
Business Support and Mentor Model	Establishing an individual relationship between a lead regulator contact and business will build trust, confidence, transparency and consistency in providing tailored advice and support to help any business start, thrive and grow. Businesses which have already achieved compliance as well as business member organisations can facilitate a business-to-business mentoring role to help other businesses comply.	Establish a business support team to coordinate regulatory advice and link with web-based signposts via 'Business Central', WLEP, WRS and individual National Regulators Facilitate a Business Mentoring Scheme where businesses help other businesses with self-compliance	Local/National Regulators Group Business & Regulators Sub Group	July 2013
"Made in Worcestershire" Horticulture and Food Production Sector Pilot	One of four priority business sectors for Worcestershire in WLEP Business Plan (significant financial output contributing to Worcestershire economy, exports across UK, increased focus on local provenance and food miles, investment in innovative technologies etc)	Identify Sector Working Group of key businesses (local producers/distributors, retailers, caterers) Trade associations (CoC, FSB,	WLEP, WRS, National Regulators, Local Businesses, Trade	July 2013

	Rural economy and “field/farm to fork” supply chain to be focus of Regulation supporting Growth initiatives (farmers, horticulturalists, food producers/manufacturers/distributors, edetailers, caterers, consumers) and innovative solutions (connect to Regulation as a Market Opportunity below)	MWRECIC, NFU etc) and Regulators (Defra, EA, Animal Health, HSE, HMRC etc) Facilitate Business-led Networking Forum to look at the feasibility of an accreditation scheme	Associations, Business Member Organisations	
Regulations as a Market Opportunity	Explore opportunities to create new streamlined Regulatory Frameworks allied to new/emerging business markets. Focus on WLEP priority sectors i.e. Cyber Security, Food & Horticulture Sector (link to Pilot above)	Draft scope of project Identify sector focus and key partners to work in collaboration. Draft scope of project	Business & Regulators Sub Group Local/National Regulators Group	July 2013
Regulatory Culture	Ensure regulators are competent, professional and consistent in working with businesses. Regulators intend to fulfill the Charter principles and work with businesses to deliver the Action Plan and individual initiatives. Reinforce consistency, access, knowledge, and awareness across the regulatory system (local and national) while strengthening cross-regulator working and co-ordination	Shared Practice Event for all WRS/National Regulators to update knowledge and experience across all regulatory fields. Pilot a Worcestershire Trading Places Scheme where businesses and regulators swap places for a day to enhance mutual	Local/National Regulators Group	July 2013

		<p>understanding of barriers and opportunities</p> <p>Individual and team/organisational accountability through performance review and continuing professional development</p>		
<p>Regulatory Charter and Planning Charter Connect</p>	<p>The Regulatory and Business Charter and parallel Planning and Development Charter both provide strategic frameworks and principles to steer culture change and initiatives which support business growth. While both focus on their priority actions, connections need to be made to help businesses receive clear, consistent advice on any development enquiry.</p>	<p>Explore and pilot co-ordinated approach around significant priority development sites as a means to pilot culture change for regulators and planners</p>	<p>WLEP WRS Business & Regulators Sub Group Planning Development Infrastructure Sub Group</p>	<p>April 2013 onwards</p>
<p>Regulation supporting Growth Shared Learning with West Midlands LEPS, BRDO Pathfinders and other Champions</p>	<p>West Midlands LEPS are sharing practical experiences and highlighting strategic issues and solutions about which they can collectively lobby Ministers and Government Departments. Regulation supporting Business Growth is one identified common theme whohc connects WLEP with one of the National Pathfinders (GBS LEP), BIS/BRDO and other LEP/Regulator Champions</p>	<p>Regular progress to be reported to WM LEP Executive Directors and Chairs</p>	<p>WLEP Business & Regulators Sub Group</p>	<p>April 2013 onwards</p>

REGULATORY AND BUSINESS PARTNERSHIP CHARTER

Partnership Charter

This is a charter agreed by local authorities, national regulators and the business community within the Worcestershire Local Enterprise Partnership area.

The partners are committed to working together to provide a regulatory environment that promotes success in business whilst continuing to provide public protection.

Local authorities and national regulators will work in collaboration and align their service to deliver the following aims: We will work together to:

1. Provide support for business through a programme of advice and through participating in Primary Authority.¹
2. Create an environment where businesses feel confident to seek advice from a regulator.
3. Take ownership of any enquiry made to us by business until a satisfactory response is made.
Make advice about regulation accessible to business through a website/phone app single point of contact.

4. Ensure that all service delivery staff are competent and adopt a professional attitude when engaging with business. Consistency seminars will be provided to ensure that regulation is applied fairly and effectively across the LEP and to improve business understanding among staff.

5. Take a risk based approach to all compliance and enforcement activities, with earned recognition for businesses that can demonstrate effective controls.

6. Improve transparency by publishing our approach to compliance and enforcement that explains what the regulator will do and why.

7. Consult with local businesses to shape service delivery and develop innovative regulatory approaches that promote business success.

8. Be accountable to business, giving them confidence to make comment and criticism through the proposed LEP feedback mechanism.





Worcestershire
Local Enterprise Partnership

**Worcestershire
Regulatory Services**
Supporting and protecting you

The Local Enterprise Partnership will encourage the business community to:

1. Access regulatory advice by asking any regulator a question or through the one stop web/phone app.
2. Be confident in approaching regulators for advice.
3. Use the proposed LEP feedback mechanism to provide feedback, good and bad, after interactions with regulators.
4. Build a positive relationship with regulators that improves compliance amongst the business community and supports business growth within the LEP area.
5. Acknowledge the contribution made by regulators and support positive publicity when there are improvements in business engagement and regulatory services.
6. Help other businesses to succeed through participating in a business mentor scheme.
7. Engage in business and regulator forums and other opportunities, to shape regulation delivery in the LEP area.

Worcestershire LEP, Worcestershire Partnership and Worcestershire Local Authorities have a parallel Planning Charter to shape a business friendly planning system and culture which supports business growth. Delivering both Planning and Regulatory Charters together will ensure co-ordinated, simplified and constructive help to businesses as they establish, develop and grow.

www.wlep.co.uk

For business advice or support ring **01905 346180**

www.worcstregservices.gov.uk

For business advice or support ring **01905 822799**

www.hmrc.gov.uk

www.employment-advice-bureau.co.uk

www.hwfire.org.uk

www.environment-agency.gov.uk

www.acas.org.uk



Worcestershire - A central location



JOINT COMMITTEE

Date 27th June 2013

WORCESTERSHIRE REGULATORY SERVICES

NAME OF REPORT : WRS Contribution to Health and Wellbeing

Recommendation	To consider and note the report about contribution made to Health and Wellbeing of Worcestershire by WRS
Background	Public health returned to local government in April 2013 under changes brought about by the Health and Social Care Act 2012. This legislation places a statutory duty on upper tier authorities through the Health and Wellbeing Board to 'take steps to improve the health of their local population'. This will require collaboration with the Districts and other partners, including WRS by aligning priorities, services, resources and activities with the Worcestershire Joint Health and Wellbeing Strategy.
Current Position	<p>WRS has a vision that Worcestershire is a healthy, safe and fair place to live, where businesses can thrive and has prioritised health and wellbeing as one of its key priorities. The Service is built on strong public health principles of prevention and protection where a multitude of activities undertaken contribute to the Worcestershire Joint Strategy.</p> <p>WRS is well placed to work with business and communities to reduce inequalities having both skills and experience in these areas. Impacts of improved health include the potential for better outcomes in areas such as education, employment, anti social behaviour and social cohesion; all of which are directly influenced by local polices.</p>
Proposal	Investment in prevention will result in long term savings for the local health economy by preventing costs from accruing in the future. By aligning priorities and maximising joint working, District and County partners and the Health and Wellbeing Board will wish to acknowledge the multifaceted contribution that WRS plays in the preventative public health agenda when considering, integrating priorities and commissioning local activities in this area.

Financial Implications

None

Contact Points

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Background Papers

Worcestershire Joint Health and Wellbeing Strategy



WORCESTERSHIRE REGULATORY SERVICES - CONTRIBUTION TO WORCESTERSHIRE HEALTH AND WELLBEING STRATEGY

INTRODUCTION

'Poverty remains the chief cause of disease and it is a factor which is beyond the immediate control of medicine' Henry Sigerist¹

'The primary determinants of disease are mainly economic and social and therefore its remedies must also be economic and social. Medicine and politics cannot and should not be kept apart.' Geoffrey Rose²

For these reasons public health returned to local government in April 2013 under changes brought about by the Health and Social Care Act 2012. This legislation places a statutory duty on upper tier authorities through the Health and Wellbeing Board to 'take steps to improve the health of their local population'. This will require collaboration with the Districts and other partners, including WRS by aligning priorities, services, resources and activities with the Worcestershire Joint Health and Wellbeing Strategy³.

With public sector resources shrinking, demand growing and health inequalities widening, the Health and Wellbeing Board, District and County partners will want to acknowledge the multifaceted contribution that WRS plays in the preventative public health agenda when considering, integrating and commissioning against local priorities in this area.

WRS currently contributes in two ways, 1) through the statutory duties it preforms and 2) through commissioned work in the field of health improvement. To date WRS has received in excess of £100,000 in grants from Public Health and from the Redditch and Bromsgrove Clinical Commissioning Group to carry out work which aligns with our core competencies to support businesses and their workforces. Further details of both areas of work are detailed later in this report.

HEALTH INEQUALITIES

Public health is concerned with the health of the entire population, rather than the health of individuals, requiring a collective effort; addressing prevention, treatment and care from a population perspective. It is about making sure that services are safe, effective, appropriate and accessible to the whole population but particularly concentrating efforts on those in the community who are vulnerable or otherwise disadvantaged or deprived.

The Marmot Review⁴ showed that poor health does not arise by chance and is not simply attributable to genetic make-up, unhealthy lifestyles and a lack of access to medical care, important as these factors are. There is some evidence that deprived communities are not only more exposed to personal and environment risks but are more susceptible to the effects of these exposures⁵.

Worcestershire JSNA⁶ data shows that while men from affluent communities experience relatively good health and similar levels of health irrespective of

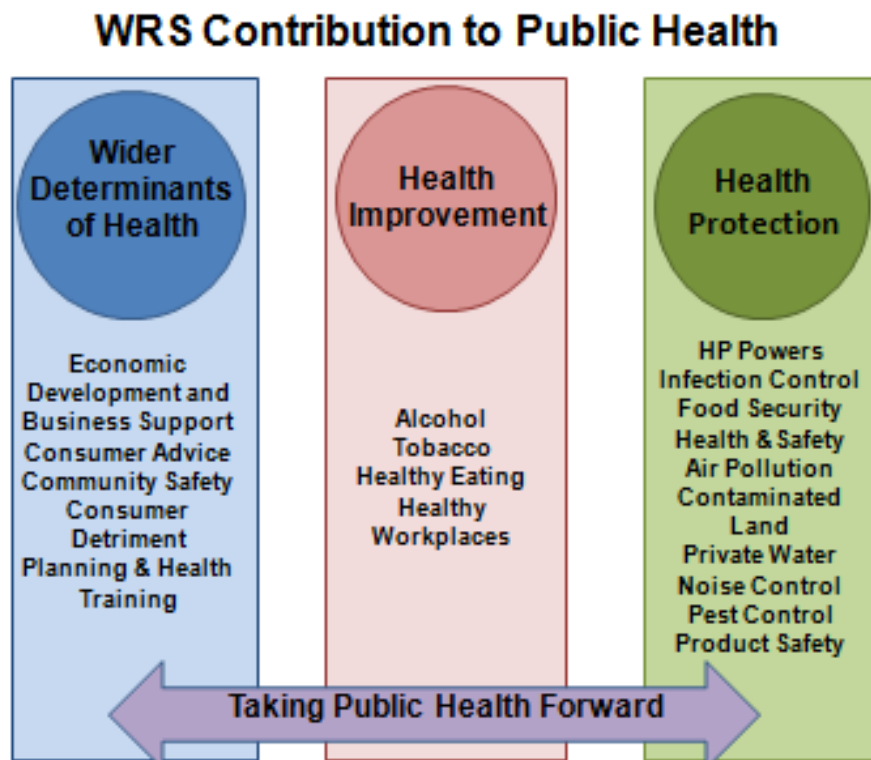
geographical location, life expectancy in deprived communities show a marked difference; being up to 5.7 years less than the most affluent.

Important influences on health come from circumstances in which people live, work, grow and age, known as the wider determinants of health. Impacts of improved health include the potential for improved outcomes in areas such as education, employment, anti social behaviour and social cohesion; all of which are directly influenced by local priorities.

WRS CONTRIBUTION TO THE PUBLIC HEALTH

Worcestershire Regulatory Services, the new delivery arm of the six Worcestershire District Councils and the County Council provides a huge range of regulatory services in relation to Environmental Health, Trading Standards and Licensing functions. From environmental protection to food safety, consumer protection to business support, WRS activities impact significantly on the wider determinants of health, in addition to the public health domains of health improvement and health protection. Figure 1 illustrates the public health contribution made by WRS and are further illustrated in Appendix 1 of this document.

Figure 1



A strategic overview of WRS contribution is detailed in Appendix 2 set against the Joint Health and Wellbeing priorities and the four 'domains' of public health in accord with the Public Health Outcomes Framework⁷. These are:

- improving the wider determinants of health - reducing inequalities in health and addressing the underlying socio-economic circumstances
- health improvement - including contributing to increased life expectancy and healthier lifestyles
- health protection - including protection from infectious diseases, environmental hazards and emergency preparedness
- health care public health and preventing premature mortality.

HEALTH AND WELLBEING PRIORITIES

More specifically WRS has also aligned its priorities to deliver against a number of those set out in the Worcestershire Joint Health and Wellbeing Strategy, these being; obesity, alcohol, older persons and the management of long term conditions and mental health.

WRS has been fortunate to receive over £100,000 in grant funding to deliver several health improvement initiatives which aim to improve lifestyle choices in areas of deprivation and make the healthy choice the easier choice. Under the Obesity Plan, these projects include 'Truckers Tucker' and 'Canny Catering' where local caterers have been supported by WRS staff to improve cooking methods, ingredients and marketing of healthy options through to the 'Convenience Store' Project where access to and availability of fresh fruit and vegetables was improved for communities in Areas of Highest Need. Studies have shown that the consumption of healthier foods including 5 portions of fruit and vegetables a day is least in areas of deprivation and lower than nationally recommended levels for good health.

The workplace has been the centre for another multi-agency initiative; Worcestershire Works Well. By addressing issues such as the working environment, work-life balance, healthy living, good communication and positive leadership styles, businesses are supported to improve the wellbeing of their workforce. In return, the business benefit from increased productivity, loyalty and a reduction in absence. Wider economic benefits include increased tax revenue, lower welfare payments and reduced treatment costs.

WRS were also commissioned to undertake a project to work with domiciliary carers and their agencies to promote the importance of good nutrition and food hygiene to support older people to stay independent within their own homes by addressing a common issue of malnutrition. One million older people in the United Kingdom eat less than one meal a day and progressive under nutrition leads to poor health, rising hospital admissions and a massive financial burden on the NHS.

INVESTMENT IN PREVENTION

The influence of these wider determinants on health requires interventions to be increasingly multi-agency, intelligence-led and preventative, focusing on the root causes of ill health (the 'causes of the causes'), rather than simply treating the consequences of its development. It is well recognised that investment in prevention

will result in long term savings for the local health economy by preventing costs from accruing in the future.

By aligning priorities and maximising joint working, including that with the Public Health, Health Improvement Co-ordinators based within the Districts, the impact exerted together can only strengthen our resolve in the preventative agenda.

Key to this is joining together the vast amount of relevant data and intelligence held by WRS and the Districts with that of Public Health, utilising their skills to interrogate and analyse this to generate the evidence necessary to target interventions most effectively and efficiently. This data will complement that already used as the basis of the Joint Strategic Needs Assessment (JSNA) and has the potential to drive innovation in service delivery. Figure 2 illustrates the benefits of a joint preventative approach.

Figure 2



The virtuous cycle of public health

FURTHER OPPORTUNITIES FOR WRS PARTICIPATION IN HEALTH AND WELL-BEING AGENDA

Other areas, as yet unexplored where WRS could further contribute with, or on behalf of partners include:

- More intelligent use of data to inform decision making and target resources. By joining health data with that from and Environmental Health / Trading Standards it will be possible to better determine the distribution and impact of health effects from the wider determinants of health such as nuisance and access to healthy food.
- Take a greater role in determining Health Impact Assessments (HIA) of strategic plans and developments. (HIA is a practical approach used to judge

the potential health effects of a policy, programme or project on a population, particularly on vulnerable or disadvantaged groups thereby creating healthy places to grow up and grow old in and environments that support people in making healthy choices). These would include promoting healthy communities by:

- Participation in active transport policies,
 - Considering the relationship with pollution control and health protection regimes
 - Considering the relationship with licensing by managing concentrations of licensed premises and the night-time economy.
- Increase WRS involvement in the Planning consultation process to advise on the suitability and impact regarding the location of fast food outlets in areas of highest need and near schools.
 - Expand the scope of health initiatives which support business development such as the provision of healthy food options or the improvement in health and welfare of employees. Further areas include schools outside of LA control, nurseries and residential homes but also work groups such as sedentary taxi drivers.
 - Extend the relationship with Public Health colleagues to form a closer multi-agency approach to District activities, particularly with the Health Improvement Coordinators around local plans such as tobacco control and cessation.

WRS is well placed to work with business and communities to reduce inequalities having both skills and experience in these areas however funding is critical to maintaining capacity and WRS seeks to explore opportunities to receive further commissions in the area of health improvement which is an area clearly over and above statutory duties placed on the organisation.

Appendix 1

WRS CONTRIBUTION TO HEALTH AND WELLBEING AGENDA

The following section describes the contribution made by WRS against the public health domains, these being the wider determinants, health improvement and health protection. It is based on the document District Action on Public Health⁸

THE WIDER DETERMINANTS OF HEALTH

Economic Development and Business Support

Stable and fulfilling employment is a prerequisite for good health. WRS supports its District and County partners in facilitating local conditions for sustainable economic growth, job creation and rising living standards. Officers from WRS support local businesses to trade fairly and safely, across a range of areas including occupational health and safety, food safety and composition, product safety, fair trading, metrology and licensing by providing training, information and advice which helps support business success and improve employee health outcomes. Enforcement action is targeted at rogue traders that cause economic detriment or endanger the safety of customers.

WRS is also an active partner in the Worcestershire Local Enterprise Partnership (LEP) and has helped to implement a Regulators Compliance Code to ensure a level playing field for local businesses and is supporting innovative programs to help promote economic growth and employment in our local communities to the benefit of health outcomes.

Consumer Advice

When customers buy goods or services the law protects their consumer rights. WRS regularly provides advice and assistance to help the public become informed consumers and not suffer adverse consequences leading to financial detriment and associated mental health stressors. Advice in this area includes that relating to faulty goods, counterfeit goods, poor service, problems with contracts, problems with builders, rights following a case of food poisoning or suffering and accident in commercial premises.

In order to help the public make informed choices about reputable builders, WRS has set up the 'Trader Register' which is an online directory of home improvement trades people who have given their commitment to provide good workmanship.

Community Safety

Crime and disorder exerts significant influence over the health and wellbeing of individuals and communities as a whole. WRS work closely with local Community Safety Partnerships and the Police & Crime Commissioner in recognising local links between community safety and health outcomes. Of particular importance is the work to protect the elderly and other vulnerable groups from scams, illegal money lenders and rogue traders who prey on such groups.

WRS also regulates the underage sale of alcohol, solvents, knives and offensive weapons helps and thus helps to prevent misuse leading to anti-social behaviour and

crime. Responsible retailing and consumption of alcohol also helps to prevent circumstances leading to domestic violence and teenage pregnancy.

Planning

Through the consultation process, WRS supports the Districts with their planning duties and powers, to shape the economic and healthy futures of communities. The planning system is key to influencing the important infrastructure which supports healthy urban design through sustainable development, provision of adequate pedestrian / cycle routes to reduce the reliance on the car, location of housing developments away from detrimental sources of noise, pollution and flooding, the control of location and advertising of fast food outlets near schools and in areas of deprivation, in addition to promoting economic development and job creation. There is evidence to show that effective use of Planning policy can have a positive impact on crime reduction, optimising outcomes across economic, environmental and social objectives.

HEALTH IMPROVEMENT

Alongside the wider determinants, the need to encourage and support individual health improvement and behaviour change has taken increasing prominence over the past two decades. Detrimental health behaviours such as smoking, excessive alcohol consumption, sedentary lifestyles and unhealthy eating are now some of the root causes of ill health, with the way we choose to live our lives and the choices we make one of the most important barriers to good health.

Healthy Eating

With obesity rates amongst some of the highest in the developed world, tackling levels of excess weight is one of the greatest modern day public health challenges. As well as promoting dietary improvements, improving physical activity rates is a priority.

WRS officers are a valuable source of expertise in helping catering businesses improve the range of healthy options they offer by advising on healthier cooking methods, improved display of healthier foods and by providing training on reading food labels in order to make informed decisions when selecting ingredients.

As discussed earlier, WRS has been involved in projects to increase access and availability of fresh fruit and vegetables at convenience stores in Areas of Highest Need where consumption levels are low and additionally developed a training package aimed at supporting domiciliary carers to take early interventions in relation to malnutrition of the elderly thus supporting them remain independent at home.

Alongside the enforcement role in food safety and food composition, officers use their inspection and regulatory role to provide targeted advice and training sessions to employees in local businesses and community groups,

Alcohol

Excessive alcohol consumption is now one of the biggest health issues in the UK, with considerable health and social impacts. A combination of regulation, education

and health promotion are vital tools in discouraging alcohol misuse amongst adults and preventing under-age access by children.

On behalf of the Districts, WRS regulates the sale of alcohol and issues some 6,000 personal licenses in relation to the supply in pubs, clubs, restaurants, hotels and off-licences, including late night refreshment establishments and the regulation of the provision of regulated entertainment.

The purpose of the regulation is to promote four licensing objectives:

- Prevention of crime and disorder
- Prevention of public nuisance
- Prevention of harm to children
- Public Safety

Premises found to be disregarding their responsibilities are brought to account by licensing review whereby suspension or withdrawal of the licence is possible.

Smoke Free

Reducing smoking rates, especially amongst lower socioeconomic groups, are vital to reducing health inequalities. A combination of regulation and health promotion are key tools in encouraging those who smoke to give-up, or preventing young people from taking it up. The frontline regulatory and enforcement role of WRS is an essential part of the public health system.

WRS enforces compliance with the smoke free legislation under the Health Act 2006. Together, the restrictions on the display of tobacco and prohibitions on smoking in enclosed workplaces and public places discourage to uptake of smoking and prevent second hand smoke damaging health.

WRS also sits on the County Tobacco Alliance Group and contributes to strategic initiatives along with Public Health colleagues such the Health Improvement Co-ordinators.

HEALTH PROTECTION

The quality of the environment that surrounds us all has a major impact on our ability to maintain a good standard of health and protect ourselves from harm. Communicable diseases and the possible pollution of our air, land and water continues to cause public health concerns into the 21st century. Protecting residents and local businesses from hazardous conditions in the environment is therefore one of the cornerstones of public health offered by WRS.

WRS provides essential interventions that protect communities from environmental hazards and also provide local intelligence to inform the health protection elements of the Joint Health & Wellbeing Strategy. WRS is a key partner in emergency planning and delivering comprehensive interagency plans to respond to major public health incidents in disease control and environmental contamination.

Health Protection Powers

A key health protection function of WRS is in the exercise of duties on behalf of the Districts under the Public Health (Control of Disease) Act 1984 and new Health

Protection legislation. Officers can investigate and take action on behalf of the Districts in circumstances where infection or contamination presents, or could present, a significant risk to human health. This includes preventing the spread of illness by excluding infected food handlers or children from work or school, by requiring infected persons to attend medical examination such as in the case of TB or requiring the prohibition of certain activities such as operating a cooling tower when suspected as the source of a Legionella outbreak.

Food Safety and Composition

WRS officers inspect food businesses as well as investigate food incidents such as outbreaks of food-borne illness or the recent adulteration of ready meals by inclusion of horse meat. Such frontline services are vital to ensuring that all those that serve food to the public comply with safety and compositional requirements in that risks from food-borne diseases and food allergies are minimised and that the consumers purchase what is actually described on the label.

The food safety work also assists consumers to make hygiene based decisions when choosing where to buy or eat food, by ranking business hygiene performance through the National Food Hygiene rating Scheme. The scheme also incentivises businesses to achieve and maintain good standards. Apart from inspection activities WRS officers play a key role in assisting businesses to meet their legal responsibilities and often provide cost saving advice.

WRS has been developing new ways of working where enforcement has been better targeted on wilful non conformers and a greater focus given to improving business relationships to achieve a more effective service. Officers use their expertise to raise awareness of food safety in the community e.g. during food safety week; through work in schools or by working with vulnerable groups such as the elderly at community centres.

Occupational Health and Safety

Working is good for you; the benefits arise from the income that employment provides and from the psychological benefits that a job can bring. These include the social interactions, structure to daily life and sense of purpose that a job provides. However, having a low paid, insecure job where an individual has little control over their work can cause stress and have a detrimental effect on health.

Conversely the consequences of unemployment on health are significant. A person who is unemployed for more than a few months is more likely to experience depression. They are also more likely to have unhealthier lifestyles and are more prone to physical illness. Being unemployed can lead to poor health and poor health can lead to unemployment.

WRS protect the health and safety of everyone in the workplace by providing adequate working conditions and ensures that welfare facilities are provided for people at work. WRS is also an active member of the Worcestershire Works Well multi-agency initiative which supports businesses to invest in the health and wellbeing of their workforce and reap the benefits in increased productivity and reduced sickness absence

Outside the workplace WRS is also responsible for the licensing and safety of local public events which can range in size and complexity (e.g. concerts, sporting events

or community activities) where risks can be high if not suitably controlled. They also enforce the Sunbeds (Regulation) Act 2010 which prohibits the use of sunbeds by those aged under 18 to limit the escalating incidence of skin cancer in the most vulnerable groups. This work also involves the provision of advice to business operators on how to meet the standards.

Product Safety

WRS enforce an extensive range of product safety regulations including controls on fireworks, petroleum licensing and goods such as toys and electrical products to protect against injury and risks to health when used. This includes the sale of second hand goods which is particularly relevant to poorer and frequently more vulnerable communities who are at greater risk of suffering exposure to hazardous conditions.

Air Quality

WRS supports the District partners discharge their statutory duty under the Environment Act 1995 to manage local air quality. This involves monitoring air quality and identifying areas where nationally prescribed objectives are at risk. Where they are not being met WRS declares Air Quality Management Areas and produces action plans to reduce pollution, working in partnership with all relevant stakeholders including County Highways. Air pollution is linked to respiratory ill health, due to nitrous oxide concentrations and particulate matter.

Contaminated Land

WRS discharges the responsibilities of Partners in respect of contaminated Land by ensuring remediation methods are adopted to prevent harmful effects on public health. Land that is contaminated contains substances in, on or under the land that, in the concentrations present, represent a significant possibility of causing particular harms to human health or the environment. Contamination can be both natural or as a result of human activity including past industrial activity.

Private Water Supplies

About 1% of the population – that's over 200,000 homes – are not connected to mains water and rely instead on wells, boreholes and springs for their domestic water supplies, including for drinking. Many of these supplies are vulnerable to contamination by micro-organisms, particularly in spring and autumn and after rainfall and, not least where those consuming the water are not regular drinkers, or are very young or elderly or whose immune system has been compromised for some reason, when gastro-intestinal infection can result, occasionally with severe consequences. WRS Officers sample and assess the risks from these supplies; advising owners of the precautions to take against illness. Where such supplies are insufficient or where they serve more than one home or any commercial premises, they may take formal action to ensure proper treatment or replacement of the supply.

Noise Control

Noise may be an inevitable consequence of today's society, whether from natural, or particularly, man-made sources; however there is increasing evidence that excessive noise can have damaging impacts on our health. On behalf of the District Partners, WRS discharges the duty made under the Environmental Protection Act 1990 to

investigate noise nuisance complaints to determine whether or not a Statutory Nuisance exists. Where it does, an abatement notice is served to control the noise WRS has been trailing new ways to deliver this service in order to improve outcomes but also reduce costs.

Emergency Planning

Under the Civil Contingencies Act 2004 partners have a number of responsibilities in relation to civil protection at the local level, including being Category 1 responders in the event of a local emergency. WRS supports partners in responding to emergencies such as situations that directly impact on public health, including human or animal disease control or environmental hazards arising from chemical spillages, fires involving industrial premises or processes and local flooding.

HWB Strategy Outcomes	WRS Activity	Description	PH Outcomes Framework Indicator	Health and Social Impacts		
Wider Determinants						
Economic Development and Business Support						
Better economic circumstances	Advice and Training	Provide advice, support and training to businesses on consumer law, food and occupational safety to help them trade well and within the law and thus be more economically viable. Work with licensed premises to help them trade well and within the licensing objectives of : <ul style="list-style-type: none"> • the protection of children from harm • prevention of crime and disorder; • public safety; • the prevention of public nuisance 	<ul style="list-style-type: none"> • Children in poverty • 16-18 year olds not in education, employment or training • Employment for those with long term conditions • Sickness absence rates • Domestic abuse • Violent crime • Re-offending • Self reported wellbeing • Social contentedness 	Better economic circumstances help support business success and leads to greater employment opportunities and improved employee financial security and health outcomes. <ul style="list-style-type: none"> • Health choices in the long term unemployed, such as drinking, smoking and exercise are far worse than the employed; these effects can last for several years even after a person has found employment. • Young people (NEET) suffer more health problems and five times more likely to enter the criminal justice system. • Those suffering deprivation have higher 		
	Fair trade	Investigate complaints about rogue traders and take appropriate enforcement action; this helps to promote a level playing field for legitimate businesses to survive in difficult economic environment, provides reassurance to consumers and reduces the fear of crime, thus supporting emotional and financial wellbeing.				
	Staff Training / Education	Provision of training in nutrition, food hygiene, health and safety, consumer protection laws – valuable skills which increase employment opportunities.				
	Consumer advice and support					
	Consumer rights	Provide advice and assistance to consumers in relation to their consumer rights when availing themselves of goods and services and help empower them to become	<ul style="list-style-type: none"> • Children in poverty • Pupil absence • Domestic abuse 			

Better economic circumstances		<p>confident consumers. The Trader Register is an online facility where consumers can make informed choices when selecting reputable builders and help protect themselves from poor workmanships and extortionate activities.</p>	<ul style="list-style-type: none"> • Violent crime • Re-offending • Statutory homelessness • Older people's perception of community safety 	<p>exposure to personal and environmental health risks and have less information on how to improve their health.</p> <ul style="list-style-type: none"> • People living in poorest areas die on average 7 years earlier than those in richer areas and spend 17 more years living with poor health. • The cost of treating illness and disease arising from health inequalities has been estimated at £5.5 billion per year.
Community Safety and Preventing Consumer Detriment				
Safer communities	Illegal money lenders	Credit check businesses offering financial loans. Tackle illegal money lenders thereby protecting families on low incomes from being victims of crime and violence.	<ul style="list-style-type: none"> • Violent crime • Re-offending • Children in poverty • Domestic abuse • Fuel poverty • Excess winter deaths • Older people's perception of community safety • Social contentedness 	<ul style="list-style-type: none"> • Childhood violence increases risk further violence wide range of health-damaging behaviours (e.g. substance use, risky sexual activity) and health conditions (e.g. cancers, heart disease) in later life. • 2.5 million violent incidents in England and Wales each year resulting in 300,000 A&E
	Doorstep crime	Tackle rogue builders/doorstep crime - links to no cold calling zones to help reduce the fear of crime etc and support wellbeing.		
	Business scams	Tackle rogue traders who defraud consumers over contractual arrangements and selling counterfeit / unsafe goods including those in relation to Government green energy initiatives and car boot sales etc.		
	Underage sales	Prevent the sale of age restricted products to reduce the prevalence of goods such as tobacco, alcohol and solvents, knives and fireworks to discourage use,		

		addiction, crime, antisocial behaviour and associated health effects.	<ul style="list-style-type: none"> • Alcohol related admissions • Re-offending • First time entrants to the youth justice system • 16-18 year olds not in education, employment or training • Under 18 conceptions • Chlamydia diagnosis (15-24 years) • Hospital admissions – unintentional injury • Smoking prevalence – 15 year olds • Killed / road casualties 	<p>attendances and 35,000 emergency admissions</p> <ul style="list-style-type: none"> • Violence is greatest inequalities gradient with emergency hospital admission rates for violence five times higher in the most deprived communities than most affluent.
	Health and Planning			
Improve overall health	Planning applications	The provision of advice on the environmental merits of individual applications and on local and city wide strategies. Avoids land use conflict, safeguards local environments and promotes sustainable development.	<ul style="list-style-type: none"> • Self reported wellbeing • Utilisation of green space for exercise/health reasons • Social contentedness • Air quality • Population affected by noise 	<p>Estimated 61% of adults and a third of children are now overweight or obese – higher than almost all other developed nations.</p> <ul style="list-style-type: none"> • Obesity costs the NHS £5.1bn, potentially rising to £6.4bn in 2015 and £9.7bn in 2050.
	Obeseogenic environment	Work with Planning Departments to develop policies around the obeseogenic environment – controlling advertising of unhealthy foods near to schools, restricting location of fast food outlets, improving the environment and safe routes to encourage increased pedestrian traffic and less reliance on the car.	<ul style="list-style-type: none"> • Diet • Excess weight in children and adults • Physically active adults • Recorded diabetes • Deaths from cardiovascular disease (including heart disease 	<ul style="list-style-type: none"> • Just 16.5% of those aged over 16 meet recommended weekly guidelines for physical activity.

			<p>and stroke), cancer and liver disease</p> <ul style="list-style-type: none"> • Self reported wellbeing 	<ul style="list-style-type: none"> • Regular physical activity can help prevent and manage over 20 chronic conditions, including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, and musculoskeletal conditions.
Health Improvement				
Alcohol				
Healthier Lifestyles	Alcohol strategy	Work with licensed premises to prevent the misuse of alcohol, promote responsible drinking, prevent underage sales, control public safety and nuisance and reduce cases of violent crime and domestic abuse arising from such premises	<ul style="list-style-type: none"> • killed or seriously injured on roads • hospital admissions - alcohol • falls and injuries (over-65s) • deaths from cardiovascular disease (including heart disease and stroke), cancer and liver disease • low birth weight babies • violent crimes (incl sexual violence) and domestic abuse • pupil absences • Chlamydia diagnoses (15–24 years) 	<p>Alcohol is now the third biggest lifestyle risk factor for disease and death in the UK.²⁴</p> <ul style="list-style-type: none"> • Half a million children in England between the ages of 11 and 15 will have been drunk in the past 4 weeks.²⁵ • Nearly 7 million adults are drinking at levels that increase the risk of harming their health and just over 1.5 million adults show some signs of alcohol dependence.²⁶ • The excessive consumption of alcohol causes 1 million crimes & 1.2 million hospital admissions per year and costs the NHS at an

Healthier Lifestyles				estimated £3.5bn a year. ²⁷
	Tobacco			
	Smoke free places and workplaces	Reduce health effects from second hand smoke to communities and workers through regulating smoke free places and workplaces.	<ul style="list-style-type: none"> • sickness absence • number of children in poverty • number of low birth weight babies • number of pregnant women smoking at time of delivery • smoking prevalence rates in adults and children • infant mortality • all-cause preventable mortality • mortality from cardiovascular disease, cancer, respiratory disease • preventable sight loss 	<ul style="list-style-type: none"> • One in five adults still smokes. • Smoking causes approximately 80,000 deaths per year. • Half of smokers can expect to die prematurely if they do not quit. • Approximately one-fifth of all deaths in middle age are attributed to smoking. • Exposed children are at much greater risk of cot death, meningitis, lung infections and ear disease.
	Shisha	Health choice messages and compliance to reduce the supply of such products to young people.		
	Tobacco display	Prevent access to illegal / counterfeit cigarettes and ensure compliance with legislation on tobacco displays		
	Healthy Eating			
	Healthy choices	Truckers Tucker and Canny Catering projects support catering businesses to provide healthy options alongside their normal menus to contribute towards the reduction of obesity and related ill health conditions of customers. Supports work of the Responsibility Deal and Change4life programme.	<ul style="list-style-type: none"> • sickness absence • low birth weight babies • infant mortality • all-cause preventable mortality • mortality from cardiovascular disease, cancer, respiratory disease • Excess weight -children 	<ul style="list-style-type: none"> • Estimated 61% of adults and a third of children are now overweight or obese – higher than almost all other developed nations.
	Access to fruit and veg	Increased access to fresh fruit and vegetables in communities where transport to other outlets is an issue.		
	Nutritional labelling	Sandwich shop project to support small businesses correctly label their products thereby helping the		

		consumer to make informed choices		
	Nutritional standards	Previously contributed to the development of nutritional standards for nurseries to encourage the consumption of healthier and more nutritious foods, giving children the best start in life	and adults	<ul style="list-style-type: none"> • Obesity costs the NHS £5.1bn, potentially rising to £6.4bn in 2015 and £9.7bn in 2050.
	Nutritional training	Offer CIEH nutrition and special diets courses to catering businesses to support healthier catering methods	<ul style="list-style-type: none"> • Diet • Child development • Recorded diabetes 	
A Safe and Supportive Home Environment	Nutritional support for domiciliary carers	Development and roll out of a nutritional training tool for domiciliary carers to support the elderly stay well at home.	<ul style="list-style-type: none"> • Diet • Health-related quality of life for older people • Falls and injuries (over-65s) • Emergency readmissions • Mortality from preventable causes • Excess winter deaths 	
	Residential care	Prevent accidents in settings provided for the vulnerable particularly relating to scalding and falls		
	Workplace Health and Wellbeing			
Healthier Lifestyles	Healthy Workplaces	Encouraging and supporting businesses to invest in the health and wellbeing of the workforce thereby reducing sickness absence, increasing motivation and productivity. Delivered via Worcestershire Works Well Partnership.	<ul style="list-style-type: none"> • Employment for those with a long-term health condition • Sickness absence rates • Excess weight in adults. • Reducing the proportion of physically inactive adults. • Reducing smoking prevalence among adults • Self-reported wellbeing • Mortality from cardiovascular 	<p>Health inequalities cost £31-33bn per year from productivity losses.</p> <p>1.1 million working people suffering work-related illness.</p> <p>27 million working days lost in 2010/11 due to work-related ill-health.</p> <p>Workplace injuries and ill health cost society an</p>

			diseases, cancer and respiratory diseases.	estimated £13.4 billion in 2010/11.
Effective protection and safeguarding	Health Protection			
	Alcohol			
		Investigate complaints about irresponsible drinks promotion, underage sales, unlicensed venues, taking appropriate enforcement action and facilitate review of licence.	<ul style="list-style-type: none"> • People killed or seriously injured on England's roads • Alcohol-related admissions to hospital • Falls and injuries among the over-65s • Deaths from cardiovascular disease (including heart disease and stroke), cancer and liver disease • Low birth weight babies • Violent crimes (including sexual violence) and domestic abuse • Pupil absences • Chlamydia diagnoses among young people aged 15–24 years. 	<ul style="list-style-type: none"> • Half a million children (11-15) in England have been drunk in the past 4 weeks. • 7 million adults at risk of harming health from drinking at levels and 1.5 million adults show signs of alcohol dependence. • Excessive consumption of alcohol causes 1 million crimes & 1.2 million hospital admissions per year and costs the NHS at an estimated £3.5bn a year.
Tobacco Control				
Illicit tobacco	Control of counterfeit, smuggled, shisha (not labelled - and underage aspect), novel tobacco (warning notices etc and supply) to reduce availability help prevent the uptake of smoking in addition to protecting people from the harmful effects of potential contaminants.	<ul style="list-style-type: none"> • Sickness absence rates • Deaths from cardiovascular disease (including heart disease and stroke), • Mortality from cancer • Pupil absences 	<ul style="list-style-type: none"> • Smoking causes approximately 80,000 deaths per year. • Half of smokers will die prematurely if they do not quit. • Approximately one-fifth 	

Effective protection and safeguarding			<ul style="list-style-type: none"> • smoking prevalence rates in adults and children 	<p>of all deaths in middle age are attributed to smoking.</p> <ul style="list-style-type: none"> • Exposed children are at much greater risk of cot death, meningitis, lung infections and ear disease. 	
	Food Safety / Standards				
	Safe, unadulterated food	Inspections of businesses where food is manufactured, prepared, sold or distributed including nurseries, schools, caterers and manufacturers to ensure food is safe to eat, correctly labelled and of the correct composition.	<ul style="list-style-type: none"> • Sickness absence rates • Mortality from communicable diseases • Diet • Deaths from cardiovascular disease (including heart disease and stroke) and cancer 	Each year around a million people suffer a food-borne illness, causing 500 deaths and costing an estimated £1.5bn.	
	Infection control				
	Control spread of communicable disease	Use Health Protection powers to enforce control measures relating to infection control			
Catering establishments, workplaces, cooling towers and farm parks	Investigate reported cases of infectious disease and proactive inspection of commercial premises advising on control measures relating to food poisoning, water supplies, legionella and environmental E.coli contamination to prevent illness within the community.	<ul style="list-style-type: none"> • Mortality from communicable diseases • Mortality from causes considered preventable • Child development at 2 - 	Each year around a million people suffer a food-borne illness, causing 500 deaths and costing an estimated £1.5bn.		
Tattooing, skin piercing and beauty parlours	Regulation of tattooists and beauty parlours to minimise risk of infection between clients				
Spa baths, swimming pools and water features	Advice, sampling and enforcement of water standards to reduce risk of infection.		<ul style="list-style-type: none"> • Whilst infectious diseases now account for 1 in 50 deaths per year, 		

Effective protection and safeguarding	Drinking water supplies	Work with water companies to ensure provision of safe drinking water. Sample and advise on safe standards for private water supplies	2.5 years	cases of tuberculosis and STIs are rising, pandemic flu, foot and mouth and other emerging diseases remain a threat.	
	Animal health	Work with the farming community to control animal movements and welfare and thus control spread of infection from animal to animal and animal to human.	<ul style="list-style-type: none"> • Hospital admissions by unintentional injuries (under 18's) • Sickness absence 		
	Health and Safety				
	General workplace safety.	Health and safety inspections of workplaces, both from a physical and management perspective, to ensure safe practices for employees and customers. Prevention of occupational diseases such as asbestosis, Legionellosis, asthma, dermatitis in addition to accidents	<ul style="list-style-type: none"> • Employment for those with long term health conditions • Sickness absence rates • Hospital admissions – unintentional injury (under 18's) • Deaths from cardiovascular disease (including heart disease and stroke) and cancer • Mortality from respiratory diseases • Mortality from communicable diseases • Preventable sight loss • Children in poverty • Physically active adults • Self reported wellbeing 	<p>Health inequalities cost £31-33bn per year from productivity losses.</p> <p>Health choices in the long term unemployed, far worse than employed;</p> <p>Young people (NEET) suffer more health problems and five times more likely to enter the criminal justice system.</p> <p>1.1 million working people suffering work-related illness.</p> <p>27 million working days lost in 2010/11 due to work-related ill-health.</p>	
Residential care and nurseries	Prevent accidents and ill health in settings provided for the vulnerable particularly relating to scalding, falls and communicable disease.	<ul style="list-style-type: none"> • Falls and injuries in over 65's • Health-related quality of life for older people • Hip fractures in over 65s 	Workplace injuries and ill health cost society an estimated £13.4 billion in		

Effective protection and safeguarding			<ul style="list-style-type: none"> • Excess winter deaths • Dementia and its impacts • Mortality from communicable diseases • Infant mortality • Child development 2 – 2.5 years • Excess weight in 4 - 5 years 	2010/11.	
	Sun bed safety	Regulate use of sun beds to prevent under 18's access and responsible use by adults thus reducing the incidence of melanomas.	<ul style="list-style-type: none"> • Hospital admissions from unintentional injuries (under 18's) • Mortality from cancer 		
	Product Safety				
	General product safety	Inspections, advice and enforcement to ensure goods supplied by business are safe; this especially helps protect children and more vulnerable adults from dangerous products and thus helps reduce accidents.	<ul style="list-style-type: none"> • Hospital admissions from unintentional injuries (under 18's) • Preventable sight loss • Sickness absence • Deaths from cardiovascular disease (including heart disease and stroke) and cancer 	<ul style="list-style-type: none"> • Those suffering deprivation have higher exposure to personal and environmental health risks and have less information on how to improve their health • The cost of treating illness and disease arising from health inequalities has been estimated at £5.5 billion per year. 	
Products aimed at children	Seizure of unsafe products likely to harm infants, children and unborn babies, as well as the provision of health messages to parents and pregnant women e.g. the removal of contaminated baby foods and products aimed at children.	<ul style="list-style-type: none"> • Low birth weight babies • Child development at 2 - 2.5 years • Infant mortality • Hospital admissions – unintentional injury (under 18's) 			

			<ul style="list-style-type: none"> • Mortality from cancer 			
	Cosmetics safety	Remove unsafe cosmetics that have serious impacts on health i.e. heavy metals in products/banned substances	<ul style="list-style-type: none"> • Preventable sight loss • Mortality from cancer 			
Environmental Issues						
	Noise and Nuisance	Investigate complaints relating to noise, odour, effluent and accumulations in order to remove stressors from the home environment; originating from either domestic or commercial premises	<ul style="list-style-type: none"> • Population affected by noise • Mortality from cancer • Mortality from respiratory diseases • Utilization of green space • Social contentedness • Older persons perception of community safety 	<ul style="list-style-type: none"> • Those suffering deprivation have higher exposure to personal and environmental health risks and have less information on how to improve their health • Poor air quality reduces life expectancy by an average of seven to eight months. • Contamination of land can pose a threat to the environment and the health of humans, animals and plants. 		
	Contaminated Land	To identify, categorise and prioritise land considered to be potentially contaminated and to provide for the safe remediation of any land classified as contaminated.				
	Air Quality	The monitoring and identification of areas of poor air quality and the production of plans to improve air quality.				
	Environmental Permitting	The regulation of industrial installations to prevent or minimise emissions of pollutants to atmosphere and ensuring that processes are managed in such a way as to minimise pollution which could impact on health of employees and local residents.				
	Managing Waste Disposal	Ensuring companies have proper trade waste contracts / site waste management plans to promote proper trade waste disposal and reduce instances of fly tipping and to ensure that businesses do not have a competitive advantage from not having waste contracts.				
	Emergency planning and response	Contribute to the development of and response to emergency plans in relation to flooding, pollution incidents, infectious diseases, animal health			Comprehensive, agreed interagency plans for responding to public health incidents	

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