

**Joint Committee**  
**9 September 2010**

## **Worcestershire Regulatory Services Aims and Objectives**

### **Recommendation**

That the Joint Committee considers and endorses the attached aims and objectives of Worcestershire Regulatory Services (WRS).

### **Summary**

The document aspires to set out the strategic aims and objectives for the single service going forward, in order to address the needs of our customers within the fields covered by the Trading Standards, Environmental Health and Licensing functions of the 7 authorities.

It is focused on the needs of the community and local businesses and builds upon the synergies between the previously separate services to deliver the outcomes which elected members and our other customers expect of us.

It also seeks to use plain language, avoiding jargon, so that it is presentable and understandable to all.

### **Report**

A workshop involving officers from all Regulatory Services functions was convened to consider the direction of the Service in performing its various functions. The purpose was to identify the high level aims that the service was set up to deliver.

The approach taken was to be entirely customer focussed and not to be constrained by statutory target chasing. We also sought to cover local authority priorities where WRS could make an impact. We also had regard to national priorities pertaining to better regulation outcomes.

Within the scope of the Service our aims were identified as follows:

- *To protect public health and safety*
- *To minimise crime and disorder*
- *To support consumers, businesses and economic development*
- *To protect the environment and tackle the effects of*

*climate change*

- *To provide a great service that our customers want*

For each of these aims we identified a series of objectives as on the attached appendix. Further workshops will follow on what our expected outcomes are for these objectives, and performance measures to determine what progress we have achieved.

We would seek to publish this information to the wider public and business communities and to this end we have avoided potentially jargonistic phrases like strategic aims and strategic objectives in favour of plain language 'What we are here for' and 'What do we do'

**Financial Implications**

No additional. All within existing budgets.

**Sustainability**

Our aims and objects will be reviewed annually and reported to the Joint Committee to ensure that we continue to address the needs of our customers and act within available resources.

**Contact Points**

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**Background Papers**

Attached appendix entitled 'What we are here for'.

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# **Appendix 1**

## **WHAT WE ARE HERE FOR**

- *To protect public health and safety.*
- *To minimise crime and disorder.*
- *To support consumers, businesses and economic development.*
- *To protect the environment and tackle the effects of climate change.*
- *To provide a great service that our customers want.*

## **WHAT DO WE DO**

### **To Protect Public Health and Safety**

- Ensure that food is safe to eat and correctly described.
- Tackle smoking, obesity and alcohol abuse.
- Control livestock movements and animal disease.
- Improve air quality.
- Minimise health risks associated with nuisances
- Control the spread of infectious human diseases.
- Ensure people are safe at work and when visiting business premises.
- Maintain the safety of taxi users.

### **To Minimise Crime and Disorder**

- Use powers to limit alcohol fuelled disorder and underage sales.
- Stop rogue trading.
- Protect people from anti-social behaviour caused by noise and other nuisances.
- Ensure welfare of livestock/other animals.

### **To Support Consumers, Businesses and Economic Development**

- Ensure fair and safe business practices supporting the development of legitimate enterprise.
- Support consumers, particularly vulnerable people, in their purchasing of goods and services.
- Deal with land that has been contaminated and enable its safe re-use.

### **To Protect the Environment and Tackle the Effects of Climate Change**

- Control industrial pollution
- Survey goods for waste caused by excessive packaging.
- Monitor goods for energy efficiency labelling.

### **To Provide a Great Service that Our Customers Want**

- Deliver efficient and effective, value-for-money services.
- Target our services to our customers' needs.
- Provide access to our services for all our customers.
- Ensure staff are knowledgeable and motivated.
- Work with other organisations to coordinate our joint responses.