

A refreshing approach to business advice

Buckinghamshire & Surrey Trading Standards
Supporting your business needs





Buckinghamshire & Surrey Trading Standards

Buckinghamshire & Surrey's Trading Standards team have extensive experience of advising a variety of businesses from small family companies to international blue-chip corporations. Whether your business trades locally, nationally or internationally, we can help you maximize profits.

Consumer protection law means businesses have to meet certain standards, which include protecting your customers. Looking after your customers not only makes good business sense, but usually means that you will also be complying with the law and therefore not at risk of substantial financial penalties.

Our Trading Standards Officers can help make compliance even easier for you, by ensuring your business is fair, competitive and legal. Our services are available through a flexible modular approach enabling you to choose the elements you need to provide the right level of support for your business.



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Information Services

We want all of our local businesses to prosper, therefore Trading Standards provide a variety of free sources of information which are available on request. Contact our business advice line to find out more:

Tel: 0300 123 2329

Email: business.advice@surreycc.gov.uk

- Signposting to other sources of information
- Website
- Twitter
- Mailshots alerts
- Business scam alerts
- Online information leaflets
- Dedicated helpline
- Dedicated email
- Facebook
- TS Alert!
- Education projects
- LinkedIn



**Apprenticeships**

Courses to help support people completing apprenticeships

Consumer law

Courses to help you understand consumer law

Skills for work

Courses to help you when seeing employment

Business

Courses to help you improve your business skills

Food industry

Courses for people working in food and hospitality

Health and safety

A range of courses relating to health and safety

E-learning

Our E-learning packages are designed to help you develop current 'skills for work' and support you to achieve your future aspirations. Available via our website, "Skills for work" provides a jargon free, easy to use online learning resource. Each course is accredited through virtual college, providing you with a certificate to download on completion.

E-learning can help deliver:

- Improved skills for job applications
- Extra in-work learning for apprenticeships or specialist roles
- Targeted development of business or management skills
- Your statutory requirements for training staff

The benefits of online learning

- Reduced training delivery costs
- Learn at a pace, place and time that suits you
- Engaging material, assessments and challenges to enhance your understanding
- Easy to track and evidence staff learning

For more information visit <http://skillsforwork.bucksandsurreytradingstandards.gov.uk/>

These resources are brought to you through a partnership of Buckinghamshire and Surrey Trading Standards, the Chartered Trading Standards Institute (CTSI) and online learning specialist, Virtual College.

Business advice

Business advice and education is a vital part of Buckinghamshire & Surrey's Trading Standards service. The first time you use our business support you will be asked some questions about your business¹ and it is free² for the first half hour, thereafter it will be charged in quarter hour units with a minimum of half an hour charge³.

Tel: 0300 123 2329

Email: business.advice@surreycc.gov.uk


The options available include:

- A business advice telephone and email help line.
- Face to face meetings to talk you through consumer protection legislation, statutory defences for criminal law, etc.
- Information on changes to legislation which might affect your business
- Start-up advice for new businesses.
- Signposting to other essential sources of information.
- Detailed advice about printed and online marketing materials including labels to ensure you aren't misleading your customers and breaking the law.
- Analysis of food or cosmetics and packaging by our Public Analyst.
- Compliance assessments to identify potential areas for improvement or ways to strengthen your business procedures.
- Access to advice from Environmental Health and Fire Safety through a single point of contact.
- Tailored training for your business on consumer protection legislation is available at competitive half day or daily rates.
- Advice and information relating to Animal health matters remain free of charge

¹ Full details about our business services are set out in our terms and conditions, available on our website

² To qualify for the free half hour your business must be located in the counties of Buckinghamshire or Surrey. Requests for advice from a third party acting on behalf of your business for example discussions with lawyers or consultants will be chargeable.

³ Please see our current fees and charges information on our website for details



“The prospect of allowing enforcing agencies access to your business can be a source of concern but we were impressed with Bucks & Surrey understanding of our business needs and they did a great deal to put us at our ease in the early stages of the agreement.”

Sean Turner, Health and Safety Manager, Caravan and Motorhome Club

“Working with Trading Standards gives us access to up to date, quality information. It encourages a proactive and positive attitude within our team.”

Wendy Wastie, Solution EU Limited

Easy 123

Regulatory Advice for the Smaller Business

Does your business have 1 location in Buckinghamshire or Surrey, been trading for less than 2 years and have less than 3 employees? Then Easy 123 Primary Authority is available to help you.

Regulation means businesses have to meet certain standards relating to consumer protection, fire safety, health and safety, food safety or environmental law. This can be a confusing landscape for a new business to navigate.

Accessed through a single point, Trading standards, Environmental Health and Fire and Rescue now offer the benefits of Primary Authority to pre-start-ups and newer businesses via a fixed price package*.

Primary Authority, outlined on the next page, is a nationally recognised partnership with a regulator which can deliver "assured advice" that other regulators must have regard to. This means we can provide you with greater certainty in making decisions about your business and increase your confidence that you are doing things right.

Offering you the opportunity to work with our friendly, specialist team Easy 123 enables you to explore how getting advice direct from the regulators can help your business to and includes

- Formal nomination of Primary Authority partnership
- 3 hours of bespoke advice
- Unlimited signposting to self-service information
- A named officer contact in trading standards
- 20% off Consumer Rights e-learning course

If you want to learn more about the services we can offer contact us on our business advice helpline

Tel: 0300 123 2329

Email: business.advice@surreycc.gov.uk

"Buckinghamshire Business First fully supports any activity that makes life easier for businesses allowing them to focus on growing their businesses and the Buckinghamshire economy."

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Buckinghamshire
Business First

*all services must be used within 12 months of sign up. 3 employees means 3 full-time equivalents. Offer includes formal nomination process for Primary Authority and exemption from existing Primary Authority set-up fee. Normal hourly rates will apply after expiry of 12 months or use of 3 pre-paid hours in the package. Partnerships are subject to annual renewal charge. Partnership may be cancelled at any time by notifying the regulator.



“Having an independent view on our working practices and how best to improve them is crucial to the wellbeing of our staff and growth of the business.”

Wendy Wastie, Solution EU Limited

What is Primary Authority

Primary Authority is a different way of delivering local regulation, enabling local authorities to help businesses comply with regulations. Businesses can form a partnership with a local authority regulator to provide advice other local regulators must respect. If appropriate, they can also produce an inspection plan to improve the effectiveness of visits by local regulators and underpin better sharing of information.

Through these partnerships the business is able to receive assured and tailored advice on environmental health, trading standards or fire safety regulations through a single point of contact. This ensures start-ups get it right at the outset and enables all businesses to invest in confidence in products, practices and procedures, knowing that the resources they devote to compliance are well spent.

Based on a legal partnership between businesses and individual local authorities Primary Authority is available to any type of business, whether starting out or established, as well as other types of organisation such as charities and trade associations. A business can set up their own partnership or belong to a trade association (or other type of group) with an existing partnership. These types of partnership are referred to as “Direct” and “Coordinated”. Most businesses only have one partnership, but it is possible to be in different partnerships for different areas of regulation.

National regulators are another source of expertise for primary authorities, while primary authorities can help national regulators better understand and engage with businesses.

¹ The Office for Product Safety and Standards exercises the statutory responsibility for the operation of Primary Authority on behalf of the Secretary of State, nominating partnerships, issuing guidance and resolving determinations.

Buckinghamshire and Surrey Trading Standards

Our award winning team have extensive experience in offering both “direct” and “coordinated” PA partnerships and will help you choose the arrangement that best suits your needs.

We can act as your Primary Authority partner for consumer protection law or act as a gateway to access trading standards, environmental health and fire safety advice through our Single Point of Contact (SPOC) options. Our established relationships in Wales and Scotland mean we can also support you with devolved legislation.

Our different options include

- Easy 123
- Pay As You Go
- Fixed Fee or
- Bespoke

Within Primary Authority Partnerships we can deliver

- Single point of contact for Environmental Health, Fire Safety and Trading Standards.

- Primary Authority advice and liaison with other authorities.
- A national inspection plan if required.
- Detailed analysis of statutory defences.
- Auditing of your procedures and processes as required.
- Site visits in and out of Buckinghamshire & Surrey.
- Access to a reliable source of information.

Buckinghamshire & Surrey Trading Standards are a well resourced service who have highly trained and competent officers. All of our advisors meet the Chartered Trading Standards Institute’s standards for Continuous Personal and Professional Development (CPPD) and the service actively supports all qualified staff to achieve Trading Standards Practitioner status.

“Buckinghamshire and Surrey Trading Standards led us through the primary authority process from the very first discussions about how a scheme could work for our organisation, through establishing a scheme, and finally travelling the country with us to explain and market the benefits to our members. The result is a best in class primary authority partnership bringing benefits to the whole convenience store industry, and with a growing number of businesses actively signing up to be part of the assured advice scheme.”

James Lowman, Chief Executive, Association of Convenience Stores

As part of our ‘single point of contact’ for Environmental Health, Fire Safety, and Trading Standards we can provide you with advice on various subjects including:

- Food labelling
- Food safety & hygiene
- Pricing
- Description of goods and services
- Age restricted products
- Noise control
- Fire safety
- Licensing
- Petrol storage
- Weights & measures
- Product safety
- Health, safety and welfare

primary-authority.beis.gov.uk

“Our Primary Authority has been invaluable with regards to Dreams being able to comply with the latest pricing guidelines as well as training for Commercial and Customer Services. It is two way, open dialogue, the Commercial team here at Dreams are certainly better informed and more confident with the guidance and their ability to apply this to their Promotional Planning.”

David Jameson, Director of Merchandising & Supply Chain, Dreams Ltd

“Buckinghamshire and Surrey Trading Standards provided Robert Dyas (Holdings) Ltd with the confidence and ability to develop online trading of age restricted products, which was an area that we had never ventured into previously. They helped us to implement processes to protect our young customers and our colleagues, and ensure that the Company continues to comply with legislation. The Company now sells a much wider range of products online as a result of this support - this is a significant part of our business”

Peter Sargent, Director, Robert Dyas (Holdings) Ltd

There are many advantages of a PA, including:

- Financial savings
- Reduced risk & compliance costs
- Improved standards
- A guaranteed level of service and support
- Fewer inspections and checks on your business.

Partnerships are specific to your business needs, therefore the cost will vary. This usually includes a basic annual fee plus the cost of officer’s time to service the contract. Please see ‘fees and charges’ on our website



“Our Primary Authority agreement with Woking Borough Council’s Environmental Health has provided significant benefits to our business, particularly in the form of consistent enforcement of food hygiene and health and safety legislation on a national level. We have been able to consult them when new legislation is introduced and when we need to review our procedures. As a business which operates also operates a number of franchise restaurants we have been able to include our franchise partners in the coordinated partnership with Woking BC to deliver a consistent approach to safety management across the brand.”

Janet Cox, Head of Risk and Compliance,
Kentucky Fried Chicken (Great Britain) Limited

Environmental Health

Available through Primary Authority single point of contact (SPOC) we can offer assistance from a selection of local Environmental Health services. Specialists in food hygiene, health and safety, pollution control, and environmental protection, these officers can help guide you through their regulatory areas.

Utilising operational enforcement officers’ knowledge and experience, we can help you to understand what existing and new legislation means in practice for your business. “Assured advice” can be applied to deliver robust health and safety risk assessments or assured food safety procedures and plans which can contribute towards your food hygiene score and keep your employees and customers safe. We can also develop inspection plans with you that direct enforcement officers from other local authorities which areas they must focus on during routine inspections.

Surrey Fire & Rescue

Businesses can request a primary authority partnership with a single fire authority to source regulatory compliance advice tailored for their premises and to ensure consistent advice is provided across establishments spanning multiple fire authority areas. Available through Primary Authority single point of contact (SPOC), we can offer a partnership with Surrey Fire and Rescue Service who are specialists in fire safety and can guide you through their regulatory area of expertise.

Businesses that participate in this area of Primary Authority benefit from a better working relationship with a local regulator and are able to invest in fire safety measures, systems and policies in a manner consistent with their business model whilst being confident of their compliance with fire safety law.

The provision of robust and reliable fire safety advice from a fire and rescue service through primary authority ensures consistency of

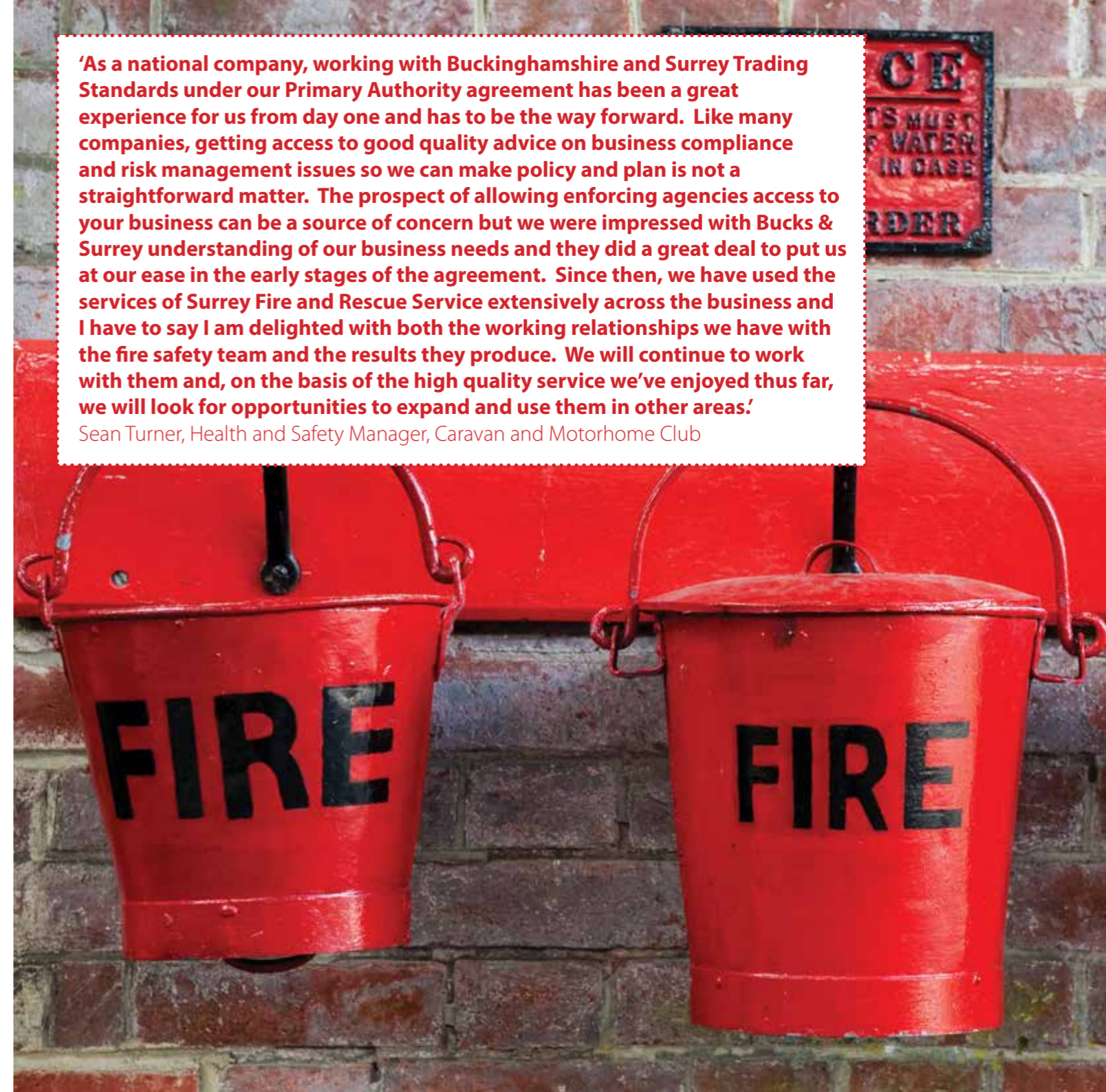
regulation and a secure basis for investment and operational decision making thus:

- Reducing the costs of regulatory compliance
- Reducing the burdens of regulatory compliance
- Increasing confidence in regulatory compliance
- Providing clarity regarding responsibilities

Fire damage can often be costly to a business even in very small incidents; few people consider how much damage can be caused just by smoke. Do you have a fire prevention plan or do you need help preparing a disaster recovery plan?

'As a national company, working with Buckinghamshire and Surrey Trading Standards under our Primary Authority agreement has been a great experience for us from day one and has to be the way forward. Like many companies, getting access to good quality advice on business compliance and risk management issues so we can make policy and plan is not a straightforward matter. The prospect of allowing enforcing agencies access to your business can be a source of concern but we were impressed with Bucks & Surrey understanding of our business needs and they did a great deal to put us at our ease in the early stages of the agreement. Since then, we have used the services of Surrey Fire and Rescue Service extensively across the business and I have to say I am delighted with both the working relationships we have with the fire safety team and the results they produce. We will continue to work with them and, on the basis of the high quality service we've enjoyed thus far, we will look for opportunities to expand and use them in other areas.'

Sean Turner, Health and Safety Manager, Caravan and Motorhome Club



How else can we help?



Eat Out Eat Well

Could your business be recognized for its healthy food options? The 'Eat Out Eat Well' Award rewards caterers who offer healthy choices on their menus. With four levels, award winners can be restaurants, pubs, cafes, staff restaurants or schools. To find out how you can join this scheme for FREE today visit www.bucksandsurreytradingstandards.gov.uk



Approved Traders

Buckinghamshire and Surrey Trading Standards has joined forces with Checkatrade to ensure residents can easily find reputable traders in their area. Locally branded for each local authority, the Checkatrade Trading Standards Approved, Buckinghamshire and Surrey partnerships include a large number of local businesses, meaning residents have a wide choice of reliable traders. In addition, this partnership also means you can now find a trader who has been approved by Buckinghamshire and Surrey Trading Standards and Checkatrade.

For more information visit www.Checkatrade.com/Surrey or www.Checkatrade.com/Buckinghamshire



We can provide training for your business at very reasonable rates.

Recent training includes: Toyota's customer service team on the 'Consumer Rights' legislation; a series of workshops for caterers on the 'Food Information Regulations'; and lectures on food labelling at the University of Surrey and Leatherhead Food.

We also work with other organisations such as local Economic Development Teams, Environmental Health, Chambers of Commerce, Local Enterprise Partnerships (LEPs) and Better Business for All (BBfA) to help promote business growth and better regulation.

"We are proud to have six cafes that have achieved this prestigious award and will continue to develop and promote a range of healthier cooking methods and food for our customers."

Chris Cregg, Places for People Leisure talking about Eat Out Eat Well

"The training was excellent, the team is much more confident in handling aggressive and difficult calls. The trainer was very responsive, tailoring delivery to current issues and experiences, even identifying ways he could help from overhearing a difficult call."

Rachel Rollason, Toyota GB PLC

Contacts and further information

To find out more about how we can help your business, contact us today:

**Trading Standards, Consort House,
5 – 7 Queensway, Redhill, Surrey, RH1 1YB**


**Trading Standards, County Hall, Aylesbury,
Buckinghamshire, HP20 1UP**

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