

**Environmental Health and Trading Standards
Annual Report
2017-2018**

The London Borough of Hammersmith & Fulham



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Should you have any questions or comments about our services, please contact us;

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1. FOREWORD BY THE CABINET MEMBER FOR ENVIRONMENT,

Protecting local people

Environmental Health is all about safeguarding the health, safety and well-being of local residents.

We are at the frontline of some of the most complex and challenging issues in modern life and we strive to act with fairness and compassion making sure that the most vulnerable among us are looked after.

Whether it's to protect people from online fraudsters or rogue landlords exploiting the least well-off, we work tirelessly to make Hammersmith & Fulham a place that we can all be proud to live in.

This report details the work of Environmental Health and Trading Standards over the past year. We have done our utmost to create safer and healthier lives for residents and I hope it illustrates how we have achieved these goals. It also outlines the challenges we face and our targets for the forthcoming year.

We need to continue to deliver better value for money in our services while we raise commercial revenue to protect our frontline services. But we remain committed to our residents and the diverse and connected community in the Borough that makes it such a special place.

We always want to hear from our residents about what we can do better as we work towards making Hammersmith & Fulham the greenest borough in the country, the best place in Europe to work and live and to promote neighbourliness and community life. We will always seek better ways to engage residents, schools, health services, the police and local charities and we will continue to use their feedback to help improve our services for the future.

Councillor Wesley Harcourt

A handwritten signature in black ink, appearing to read 'Wesley Harcourt', written in a cursive style.

Cabinet Member for the Environment

COMMERCIAL SERVICES



1. SERVICE AIMS

- 1.1 Our aim is to protect the health, safety and welfare of people who may be exposed to risks from food or work activities within the Borough, including employees and members of the public. This is done by securing improvements in the handling of food, in the working environment, and through promoting the health of the population.

2. HEALTH AND SAFETY OBJECTIVES

- 2.1 To enforce Health and Safety legislation in premises where the local authority is the enforcing authority. We work closely with the Health and Safety Executive to ensure a joined up approach.
- 2.2 To protect the health, safety, and welfare of employees, self-employed and others affected by workplace operations through the investigation of accidents, incidents and complaints, inspections, advice, and enforcement.
- 2.3 To carry out enforcement action including serving Improvement and Prohibition notices, seizure/detention of unsafe articles and prosecutions where appropriate.
- 2.4 To enforce the Safety at Sports Grounds Act 1975. A Safety at Sports Grounds Certificate is issued by the Council for the three Borough's football clubs, Queens Park Rangers, Chelsea, and Fulham. A minimum of two Safety Advisory Group meetings are held every Season for each of the clubs. During the year a minimum of six During Performance Inspections are carried out to ensure public safety is maintained at the events as well as other focused visits as required. Additional inspections may be required at short notice where for example the Police have categorized the match as high risk due to the potential misbehaviour of fans.
- 2.5 To monitor large public events such as the Fever-Tree Tennis Tournament held at the Queen's Club, where over 50,000 people visit. The Council has secured a contract with World Polo to host an annual polo match at Hurlingham Park.

Polo teams from all over the world entertain 30,000 guests over a three-day weekend event. The annual Oxford and Cambridge Boat Race passes through a stretch of the Thames within the Borough, and all these events and others are monitored for public safety.

- 2.6 To lead on the enforcement of the Health Act 2006, which tackles smoking inside commercial premises, to support the Smoke free agenda.

3. FOOD SAFETY OBJECTIVES

- 3.1 To ensure that food is produced and provided safely by food businesses in the Borough and to reduce food borne illnesses and contamination of food. We do this in over 2,000 registered food premises.
- 3.2 To protect the consumer by ensuring all food sold, is safe, meets compositional and labelling requirements and is legally imported.
- 3.3 To monitor exhibitions at Olympia, which can attract attendances of over 30,000 people, and sees large numbers of temporary caterers and exhibitors who sell or handle food. The new Westfield extension has now come on line with a large John Lewis store and a further 30 food outlets. The railway arches will also be converted and contain retail premises. The conversion of the BBC site is under development, the new Soho Hotel and spa has recently opened. The Imperial College site will also be a key location for further shops, restaurants, and bars.
- 3.4 To investigate food poisoning incidents and outbreaks and other infectious disease notifications.

4. LICENSING OBJECTIVES

- 4.1 To license high risk premises and individuals that offer massage and special treatments. These include lasers, manicures, sun beds and high invasive techniques such as tattooing and cosmetic piercing that have the potential for cross contamination from organisms such as Hepatitis B.
- 4.2 To respond to licence consultations under the Licensing Act 2013. This applies to licensed premises such as public houses, restaurants and off licences and extends to many events that are held in the Borough.
- 4.3 To inspect premises and issue licences for explosive registrations.
- 4.4 To liaise with the City of London Vets and issue licences relating to Animal Health and Welfare.

5. KEY ACHIEVEMENTS IN 2017/18

- 5.1 We registered over 2,000 food hygiene and food standards premises and carried out 996 food safety inspections.

- 5.2 We responded to and dealt with 1,105 food safety and health and safety service requests.
- 5.3 We carried out 126 football related visits; five annual inspections, during performance inspections and focused inspections.
- 5.4 We took 136 food and water samples and swabs for microbiology, chemical and labelling compliance. Where results were unsatisfactory these were followed up.
- 5.5 We served 41 Hygiene Improvement Notices, all of which were complied with.
- 5.6 We served two Health and Safety at Work Act Prohibition Notices which were complied with.
- 5.7 We issued 192 Massage and Special Treatment premises licences and 171 therapists registrations. Our income target for the year was £87,500, and we achieved £124,862. We introduced compliance visits as a way of ensuring that licensing conditions were adhered to. We carried out 47 compliance visits. There are 150 premises licenced and 156 therapists registered.
- 5.8 We delivered the Young Chef of the Year 10th anniversary competition, an annual event held at West London College, where under 16s attending the Borough's schools were invited to take part in a cooking competition. This was our most successful event to date with 18 students participating and their meals were judged by head chefs from Jamie's, the River Café and Wembley Stadium. The event is held at West London College Taste restaurant and is supported by Westfield.
- 5.9 We liaised with the organisers of the large events that take place in the Borough which include; AEGON Tennis (now Fever- Tree), Polo in the Park, the Boat Race, Firework displays in the Borough's parks and events that take place at Olympia.
- 5.10 Five premises were awarded the Healthier Catering Commitment which brings the total in the Borough to 52.
- 5.11 The London Healthy Workplace Charter and the associated Hammersmith & Fulham support service continued to be positively received by local employers, with nine additional businesses / organisations committing to use the framework and work towards accreditation in 2017-18. When the initial two-year pilot period for the local London Healthy Workplace Charter support programme ended in August 2017, funding through Transport and Highways enabled the work to continue to March 2018, with an increased focus on sustainable travel. Support to employers has included tailored one-to-one support and informal quarterly news bulletins and additional periodic emails to sustain interest and highlight relevant resources, campaigns, events, and services to support health and active travel promotion activities in the workplace. Six Hammersmith & Fulham employers gained London Healthy Workplace Charter accreditation in 2017-18.

- 5.12 We successfully prosecuted Uniqlo clothes store in Westfield London. The accident occurred when a two-year-old child fell from a height of six meters inside the Uniqlo store. The child was able to climb and fall from a merchandise display which was unsafely positioned against a first floor glass barrier. The child remarkably suffered only minor injuries. The Company was fined a total of £266,000 by Westminster Magistrates Court for offences under the Health and Safety at Work etc. Act 1974 and the Council was awarded its full costs of £8,958.
- 5.13 We successfully prosecuted a food premises following a Voluntary Closure for a mouse and German cockroach infestation. The Company, R & I Foods Ltd, were found guilty of 'failing to ensure the premises was kept clean and maintained in good repair. A total fine of £6,443.50 was awarded by Westminster Magistrates Court.

6. PERFORMANCE

	2017-2018	2016-2017	2015-2016
Percentage of Food Businesses that are Broadly Compliant	90%	87%	86%
Food Hygiene Inspections	996	1,115	926
Food Standards Inspections	470	414	400
Samples Taken	136	122	101
Food Safety Service Requests	794	735	535
Health and Safety Inspections (programmed and reactive)	18	5 + 65	7 + 109
Food Poisoning Notifications	124	111	112
Food Hygiene Revisits	155	139	204
Health and Safety Revisits	3	11	21
Olympia Exhibition Licence Approvals	97	105	115
Health and Safety Requests for Service	311	401	341
Accidents Received	136	156	80
Accidents Investigated	20	27	30
Health and Safety Notices Served	2	6	13

Food Safety Notices Served	41	24	44
Massage and Special Treatment Licences Issued	189 premises licences, including 24 exempt. 172 therapist licences	229 premises licences as a result of the new renewal regime. 145 licenced. 143 therapist licences	152 premises licences 214 therapist licences
Animal Health Licences Issued	6	7	5
Explosive Licences Issued	5	7	12

7. KEY PRIORITIES FOR 2018-2019

- 7.1 To carry out interventions that contribute to improving public health.
- 7.2 To improve the Service by bringing better value and capturing any productivity, efficiency, or financial savings.
- 7.3 To continue with customer engagement plans to ensure we provide high service standards to businesses and residents.
- 7.4 To continue with identified work streams around workforce engagement and participation to assist with staff motivation and significant organisational change/public sector reform.
- 7.5 To review the delivery of Food Safety in the Borough in line with the Food Standards Agency Regulating Our Future' priorities.
- 7.6 To support local business and enterprises to contribute to Hammersmith & Fulham's strong economy plans.
- 7.7 To roll out the replacement HR and Finance systems as they relate to the Commercial Services Team.

PEST CONTROL



1. SERVICE AIMS

- 1.1 To provide an effective Pest Control Service that treats a wide range of public health pests that helps to prevent the spread of disease including; rats, mice, wasps, cockroaches, bed bugs, fleas and pharaoh ants.

2. PEST CONTROL OBJECTIVES

- 2.1 To meet the Council's legal obligations to reduce pests in the Borough and to keep its land free from pests.
- 2.2 To treat for pest problems in the Council's housing stock. The Team has a Service Level Agreement with Hammersmith's Housing Department.
- 2.3 To increase commercial contracts.
- 2.4 To support the Council's strategic objective to deliver a cleaner greener Borough through effective pest control treatments.
- 2.5 To prevent the spread of disease through offering a chargeable Borough wide service to residents, local businesses and other Council departments.
- 2.6 To offer a free pest identification service to residents.

3. KEY ACHIEVEMENTS

- 3.1 We exceeded our income target of £232,900 by almost £7,000.
- 3.2 We have with 87 small contracts with local businesses.
- 3.3 We maintained domestic pest control treatments to residents.
- 3.4 We held meetings with Thames Water to help improve work carried out in and around the Borough's sewers.
- 3.5 We carried out 59 proactive pest control treatments in the Council's Parks and housing estates to help prevent rodent activity. This number has reduced due to the success of the baiting programme over the past few years.
- 3.6 We continued to work with in partnership with Hammersmith Housing to ensure pest control is controlled in the Borough's housing stock.
- 3.7 We continue to work with Amey to treat Council properties for Pest Control.

4. PERFORMANCE

PEST TREATED	No of Treatments 2017-2018	No of Treatments 2016-2017	No of Treatments 2015-2016
Mice	2,148	2,153	2,336
Rats	688	736	580
Bed Bugs	346	413	379
Cockroaches	287	268	231
Fleas and Moths	68	107	79
Pharaoh Ants	223	227	142
Wasps	36	105	69
Total	3,796	4,009	3,816

TEAM PERFORMANCE	2017-2018	2016-2017	2015-2016
Number of Treatments/Visits	3,890	4,107	4,328
Number of Small Contract Visits	617	820	724
Number of Visits to Hammersmith Homes	2,129	2,017	1,980
Number of Domestic Visits to Residents	1,076	1,211	1,434
Public Health Interventions in the Borough and Parks	61	59	187
Total Income achieved	£240,333	£234,500	£241,316
Income from Services carried out for Residents	£56,461	£57,108	£59,544
Income from Large Contracts	£142,693	£137,703	£142,809
Income from Small Contracts	£41,179	£39,689	£38,963

5. KEY PRIORITIES FOR 2018-2019

- 5.1 To engage better with our clients and businesses, and improve the customer experience, embedding a process of continuous improvement.
- 5.2 To work towards providing a Service which is cost neutral.
- 5.3 To support some non-income generating public health activities.
- 5.4 To explore ways to continually improve our services and ensure that customer engagement establishes whether the quality of our services to businesses and residents is fit for purpose.
- 5.5 To roll out the replacement HR and Finance Systems as they relate to the Pest Control Team.
- 5.6 To contribute to Hammersmith & Fulham's strong economy plans where possible.

ENVIRONMENTAL QUALITY



1. SERVICE AIMS

- 1.1 To protect public health and the wider environment by regulating and addressing land, air and water quality issues.
- 1.2 To carry out air quality monitoring and betterment work to improve public health.
- 1.3 To tackle fuel poverty to improve public health and the efficient use of fuel.
- 1.4 To carry out contaminated land assessment work to improve public health.
- 1.5 To carry out pollution permitting to improve public health.
- 1.6 To protect public health by ensuring safe private drinking water supplies.

2. ENVIRONMENTAL QUALITY OBJECTIVES

- 2.1 To tackle poor air quality through our Air Quality Action Plan and working with residents to raise public awareness.
- 2.2 To progress actions that minimise fuel poverty.
- 2.3 To address contaminated land through the planning process and through our Contaminated Land Strategy.
- 2.4 To permit and regulate air pollution producing industries.
- 2.5 To ensure private water supplies are safe.

3 KEY ACHIEVEMENTS FOR 2017/18

- 3.1 We drafted, publicly consulted on and had approved through Cabinet a new and revised Air Quality Action Plan for the Borough for 2018-2023.
- 3.2 We actively monitored NOx and particulates and produced a progress report on the Council's Air Quality Action Plan which has been approved by DEFRA.
- 3.3 We have progressed projects and initiatives through the London Mayor's Air Quality Fund (MAQF) including Clean Air Better Business working with local businesses to improve local air quality by consolidating deliveries and encouraging active travel; and the London Low Emission Construction Partnership with King's College to inform and implement best practice in reducing emissions from construction and demolition sites.
- 3.4 We conducted three action days with volunteers from the Borough to tackle idling engines and raise awareness of the health implications of air pollution. This year these events targeted schools and businesses. A total of 82 people were approached and 78 per cent pledged not to idle. This is another MAQF project.
- 3.5 We facilitated and took part in air quality audits at three primary schools in the Borough which will culminate in a report providing site specific improvements to reduce the health impacts of air pollution.
- 3.6 We continue fuel poverty work to enable officers and external organisations to work together to provide advice to vulnerable residents to minimise the impact of fuel poverty, by facilitating funding and other support e.g. insulation, boiler replacement.
- 3.7 We completed the third year of the Public Health Funded Fuel Poverty/Healthier Homes Project. We worked with a wide variety of partners including GP surgeries, social services, mental health services and third sector agencies like Citizens Advice and Bishop Creighton House.
- 3.8 We have provided emergency heating as well as heating installations and repairs for vulnerable residents.
- 3.9 We were instrumental in forming a new West London Partnership which brings together seven west and north London boroughs. This was set up initially to bid for the Mayors Fuel Poverty Fund in January and is now intended to continue to allow bids for other funding opportunities.
- 3.10 We contributed to the Older People's commission in LBHF for their research on isolation through interview and shared experiences of dealings with older residents in the Borough.

- 3.11 As a result of a reduction in funding from Public Health to implement the Healthier Homes Project, this work has been embedded into core services, with the enforcement element handed back to the Private Sector Housing Team.
- 3.12 We made inroads during the Healthier Homes project to improve referral networks. We held training sessions for Council officers and third party organisations. We have had particular success with the social prescribers and have had a steady stream of referrals from them.
- 3.13 We worked with housing in the publication of a Statement of Intent for Energy Company Obligation Flex which allows residents to access the GLA's Energy for Londoners offer for heating and insulation.
- 3.14 We have responded to all planning consultations commenting on air quality and contaminated land. We have provided pre-application advice to developers on matters relevant to air quality and contaminated land.
- 3.15 We have carried out 100 per cent of Environmental permitting regulation inspections at dry cleaners, petrol stations, etc. and provided a Statutory Return to DEFRA.
- 3.16 We have responded to all requests for Environmental search reports.
- 3.17 We have validated and issued 100 per cent of applications received for permitting.

4. PERFORMANCE

	2017-2018	2016-2017	2015-2016
Total Planning Consultations	2,941	2,509	1,755
Pre-application	249	172	123
Full/Outline/Screening/Scoping	2,209	1,975	1,387
Details to Satisfy Conditions	330	238	245
Planning Consultations	1,317	2,509	1,755
Environmental Searches	96	84	122
Permitted Processes	58	58	59
Demolition Notices	27	20	21

5. KEY PRIORITIES FOR 2018-2019

- 5.1 To actively monitor NOx and particulates across the Borough.
- 5.2 To work with Public Health to implement long term, sustainable actions to improve air quality, water quality, fuel poverty and contaminated land issues.
- 5.3 To work with the Resident Lead Air Quality Commission to implement their recommendations.
- 5.4 To progress the Mayor's Air Quality Fund projects and apply for future funding to improve air quality.
- 5.5 To bid for funding and continue with fuel poverty work to enable officers and external organisations to work together to provide advice and support to vulnerable residents to minimise the impact of fuel poverty.
- 5.6 To respond to 100 per cent of planning consultations received commenting on air quality and contaminated land, within the legal timeframes.
- 5.7 To complete 100 per cent of Environmental Permitting Regulation inspections at dry cleaners, petrol stations etc and submit a Statutory Return to DEFRA.
- 5.8 To produce Environmental search reports on request and within ten working days.
- 5.9 To validate and issue 100 per cent of applications for permitting within the legal timeframes.
- 5.10 To explore ways to continually improve our services and ensure that customer engagement establishes whether the quality of our services to businesses and residents is fit for purpose.
- 5.11 To support local business and enterprises to contribute to Hammersmith & Fulham's strong economy plans.
- 5.12 To roll out the replacement HR and Finance systems as they relate to the Environmental Quality Team.

NOISE AND NUISANCE



1. SERVICE AIMS

- 1.1 To protect residents from disturbance so that they can enjoy living in their homes and ensure businesses can operate without too much disruption. Dealing with a range of noise and nuisance complaints including building sites, parties, house alarms, car alarms, neighbour noise, air conditioning units and smells from commercial premises.

2. NOISE AND NUISANCE OBJECTIVE

- 2.1 To respond to complaints from residents within 30 minutes and visit within 60 minutes.
- 2.2 To analyse the type complaints received and carry out proactive work to reduce the number of complaints coming into the Service in the longer term.

3. KEY ACHIEVEMENTS

- 3.1 We served 316 enforcement notices on building sites to protect residents from excessive noise.
- 3.2 We served 539 notices to stop the impact of excessive neighbour and commercial noise on residents.
- 3.3 We implemented a Public Spaces Protection Order at Shepherd's Bush to protect residents from excessive noise and disturbance.
- 3.4 We have integrated into a single Noise and Nuisance Team with Kensington and Chelsea.

4. PERFORMANCE

	2017-2018	2016-2017	2015-2016	2014-2015
Number of S80 Notices	57	539	257	370
Number of S60 Notices	198	316	484	481
Number of Planning Applications Received	1,304	1,645	1,540	1,637
Number of Licensing Applications Received	48	308	477	634
Number of Noise complaints	8,916	n/a	935	1,045
Total Requests for Service (including planning and licensing)	10,845	n/a	2017	2271

NB* Although calls are answered 24 hours a day officers are not on duty between 3:00am – 7:30am Monday to Wednesday, 5:00am – 7:30am Thursday – Friday and 5:00am - 9:00am Saturday and Sunday.

5. KEY PRIORITIES FOR 2018-2019

- 5.1 To provide a more proactive enforcement regime.
- 5.2 To improve the response times from the previous year.
- 5.3 To serve all construction sites with a Section 60 Control of Pollution Act Notice, that will allow residents reasonable enjoyment of their property. Continue to work towards restricting noisy works from building sites.
- 5.4 To use preventative measures to control the impact of construction sites e.g. hours of work, plant and machinery controls and methods of working.
- 5.5 To continue to provide planning colleagues with recommended conditions to minimize the impact of noise and other disruption to neighbouring residents.
- 5.6 To roll out the replacement HR and Finance systems as they relate to the Noise and Nuisance Team.

PRIVATE HOUSING



1. SERVICE AIM

- 1.1 To improve and make safe housing standards in the private rented sector by advising landlords, licensing Houses in Multiple Occupation (HMOs) and taking enforcement action to secure safe homes.

2. PRIVATE HOUSING OBJECTIVES

- 2.1 To improve housing conditions in the private rented sector by focusing on high risk properties through targeted and intelligence led interventions and licensing.
- 2.2 To improve the management of the private rented sector by identifying and regulating HMOs.
- 2.3 To target poor performing landlords.
- 2.4 To increase the supply of affordable housing by reducing long term vacant properties and bring them back into use.
- 2.5 To provide guidance and assistance to residents in fuel poverty and at risk of excess cold and slips and trips.

3. KEY ACHIEVEMENTS

- 3.1 We have mandatory licensed HMOs setting conditions to protect residents from fire, excess cold, damp and overcrowding.
- 3.2 We have implemented additional and selective HMO licensing schemes supported by robust policies and procedures. This has led to a better use of our resources.
- 3.3 We have reviewed our service request procedure and implemented a risk based approach and this has led to a better use of our resources. We have increased our enforcement to address the rise in housing hazards and improved the private rented sector.
- 3.4 We have targeted our resources at high risk cases focusing on fire safety, inadequate heating, damp, mould, and offences relating to licensing.
- 3.5 We have successfully prosecuted landlords for failure to licence HMOs to comply with HMO Management regulations. In all cases the Council were awarded full costs and landlords were appropriately fined.
- 3.6 We have continued to work with our internal colleagues to address fuel poverty, hoarding and poor housing conditions for vulnerable residents including the elderly and young children.
- 3.7 We have continued to work with partners in the GLA, Fire Brigade and other stakeholders to ensure consistency in approach when dealing with housing issues.
- 3.8 We continue to share best practice with other local authorities around enforcement and working with landlords.
- 3.9 We have secured funding from DCLG Migration Fund to gather intelligence on rogue landlords.
- 3.10 We have identified and actively taken steps to ensure all building owners of high-rise residential buildings with potentially unsafe cladding have taken appropriate steps to ensure the safety of residents.

4. PERFORMANCE

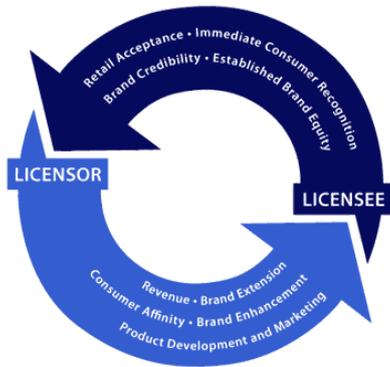
	2017-2018	2016-2017	2015-2016
Number of Housing Complaints	915	741	835
Number of Properties Licensed	37	33	23
Number of High Risk HMOs Inspected (including licensed HMOs)	6	7	14
Enforcement Notices Served (including management letters, Section 16, 235)	111	158	234
Works in Default - Number of Cases	0	2	1
Number of Prosecutions	8	4	2
Number of Appeals	4	0	0
Number of Long Term Empty Properties Brought Back into Use	8	24	9

5. KEY PRIORITIES FOR 2018-2019

- 5.1 To implement the provisions of the Housing and Planning Act 2016 through fixed Penalty Notices.
- 5.2 To work with the GLA and London boroughs in tackling rogue landlords.
- 5.3 To work with the GLA and London boroughs to ensure consistency in approach and interpretation of housing legalisation to improve housing conditions and provide a fair and transparent service.
- 5.4 To make full use of legislation to secure improvements
- 5.5 To target interventions that contribute to the improvement of public health and address fire, damp and mould, excess cold, falls and entry by intruders hazards.
- 5.6 To target resources towards high risk and unsafe HMOs and poor performing landlords.

- 5.7 To improve service user experience through officer engagement and other media such as the website.
- 5.8 To continue to return vacant private sector dwellings back into occupation through successful interventions.
- 5.9 To carry out work as directed by the Ministry of Housing, Communities and Local Government to ensure the safety of the residents in the private rented sector.
- 5.10 To roll out the replacement HR and Finance systems as they relate to the Private Housing Team.

LICENSING



1. SERVICE AIMS

- 1.1 To discharge the Council's function as a Licensing Authority under the Licensing Act 2003 by promoting the four licensing objectives and using the full range of enforcement options/sanctions to increase the level of compliance within licensed premises across the Borough.
- 1.2 To issue and enforce other types of miscellaneous licences required by law.
- 1.3 To use complaints, crime and other data to develop an accurate picture of key licensing issues across the Borough using tactical plans to address problems.
- 1.4 To empower key partners/stakeholders to use the powers available to them under the Licensing Act 2003 and associated legislation.
- 1.5 To work in partnership to reduce the negative effect of alcohol on public health, within the Borough.

2. LICENSING TEAM OBJECTIVES

- 2.1 To process licensing applications and provide excellent service delivery.
- 2.2 To reduce the likelihood of crime and anti-social behavior in licensed premises.
- 2.3 To adopt a systematic approach to identify problems and issues in licensed premises and improve intelligence through accurate information gathering.
- 2.4 To increase clarity amongst members of the community about the different functions of Responsible Authorities.

- 2.5 To use legislation and readily available up-to-date guidance to ensure knowledgeable and skilled officers work in accordance with best practice.
- 2.6 To use early interventions for minor offences to help bring about positive outcomes for the community by promoting the four licensing objectives.
- 2.7 To target those licensed premises that choose to breach their licence conditions and fail to uphold the licensing objectives.
- 2.8 To ensure that all licensing fees are collected within the relevant timescales.

3. KEY ACHIEVEMENTS

- 3.1 We licensed 866 premises, 14 Club Premises Certificates and 3,271 Personal Licence holders.
- 3.2 We dealt with 555 temporary event notices, 329 personal and 519 premises licence applications and notifications.
- 3.3 We issued 282 suspension notices due to non-payment of the annual fee and 39 licences remain suspended with ongoing follow-up investigations.
- 3.4 We provide a licensing pre-application advice service to support local businesses.

4. PERFORMANCE

	2017-2018	2016-2017	2015-2016
72% of New Licence Applications Completed Within Agreed Service Standards	44	52	62
70% of Variation of a Licence/Club Premises Certificate Completed	25	33	32
100% of Minor Variation Applications Completed on Time	31	25	27
77% of Variation of a DPS Completed on Time	189	192	223
89% of Transfers and Interim Authorities Completed on Time	61	52	82
Number of Licence Reviews	5	0	2
Number of Notification of Change of Name and/or Address	161	146	154

96% of Personal Licence Applications Completed on Time	221	239	222
Number of Temporary Event Notices	555	518	495
% of High Risk Premises Inspected	100%	100%	97%

5. KEY PRIORITIES FOR 2018-2019

- 5.1 To engage better with clients and businesses and improve the customer experience embedding a process of continuous improvement.
- 5.2 To carry out functions as required under the Licensing Act 2003 and manage the application process for premises licences.
- 5.3 To carry out functions under the Gambling Act 2005 and manage the application process for premises licences.
- 5.4 To carry out inspections at all high risk premises, with 100 per cent of high risk premises inspected every 12 months and new premises identified and risk rated.
- 5.5 To check all licence conditions and investigate any complaints.
- 5.6 To risk rate all gambling premises and inspect those rated as high risk.
- 5.7 To identify operators who have not paid their Licensing Act 2003 annual fee by the due date and take the appropriate action.
- 5.8 To conduct six or more multi agency inspections with partners, i.e. Police, Gambling Commission, Security Industry Authority (SIA), H.M Customs and Revenue, UK Border Agency, Trading Standards, and Environmental Health, in relation to:
 - ✚ Late night inspections;
 - ✚ Underage alcohol sales;
 - ✚ License conditions check;
 - ✚ Sales of illegal alcohol;
 - ✚ Employment of illegal workers; and
 - ✚ Gambling premises inspections.
- 5.9 To carry out a minimum of two test purchases on premises suspected of sales of alcohol outside their permitted hours.
- 5.10 To continue to work in partnership with the Director of Public Health to facilitate A&E data sharing.
- 5.11 To ensure that the licensing web pages are maintained and up to date, with relevant guidance for residents and businesses and to maintain an accurate Licensing Register.

- 5.12 To maintain excellent partnership working with the Metropolitan Police.
- 5.13 To explore ways to continually improve services and ensure that customer engagement establishes whether the quality of our services to businesses and residents are fit for purpose.
- 5.14 To introduce processes and procedures to ensure the Licensing Team is in full compliance with the General Data Protection Regulations 2018.
- 5.15 To complete a full review on the Statement of Gambling Policy, and to have the revised version adopted by the Council and published.
- 5.16 To roll out the replacement HR and Finance systems as they relate to the Licensing Team.
- 5.17 To support local business and enterprises to contribute to Hammersmith & Fulham's strong economy plans.

TRADING STANDARDS



1. SERVICE AIMS

- 1.1 To make the Borough a better place to live and shop (protection) and to run a business (prosperity).

2. TRADING STANDARDS TEAM OBJECTIVES

- 2.1 To protect consumers from dangerous and misdescribed goods and services.
- 2.2 To support businesses with advice and proportionate enforcement.
- 2.3 To promote health and well-being, particularly for the vulnerable and for children.
- 2.4 To provide an excellent service anticipating the future and to raise revenue.

3. KEY ACHIEVEMENTS

- 3.1 We protected consumers by removing dangerous goods from shops. This included 175 dangerous fidget spinners, which contained batteries that could easily be accessed, and if swallowed, could cause harm. The batteries powered flashing lights, making them particularly appealing to small children.
- 3.2 We removed 20 dangerous electrical incense burners from the market.
- 3.3 We advised letting agents of their obligations of recent legal changes, and where this was not followed imposed penalties for non-compliance.
- 3.4 We supported businesses by providing advice. This may be proactive, as in the case of possible changes to laws such as restricting the sale of corrosives, where 22 traders were advised directly. It may also be reactive, responding to a total of 19 requests for advice from traders. We maintained home authority relationships with two companies who businesses trades in numerous locations, and this ensures that they receive advice from one source, and do not have to deal with multiple local authorities.
- 3.5 We supported businesses by protecting brands for those who have developed a reputation, from those who copy the brand producing imitation goods. This work also protects the Borough from developing a reputation as a place to buy

imitation goods given our tourist footfall. One investigation saw 116 imitation items seized.

- 3.6 We worked with communities promoting awareness of Friends Against Scams. This encourages people to be aware of this crime, and to be unafraid of discussing the matter if they were targeted, or to be able to offer support if they think someone they know has been targeted. This saw 100 mail workers signed up and 50 residents trained.
- 3.7 We received information from co-ordinating bodies and colleagues in adult safeguarding that has enabled us to find victims of scams, some of whom are repeat victims. These residents have been offered support and advice.
- 3.8 We supported efforts to discourage young people picking up the habit of smoking and drinking by making test purchases with young volunteers. 20 tests were made of alcohol and tobacco. Six underage sales occurred which were followed up.
- 3.9 We adopted a new approach using a Challenge 25 Policy. This requires a seller to ask the buyer for proof of age should they not look to be over 25. Volunteers carried out 32 purchases and 21 failed. This is not an offence in itself, but those responsible for the failures were encouraged to take additional training, which the service provided at cost. 42 people from 27 businesses attended.
- 3.10 Smoking and drinking is discouraged through price disincentives and health warnings. The Service supported this by removing illicit tobacco, which has avoided duty and does not have the correct health warnings. 90 premises were visited, with 35 seizures. This included 52,000 cigarettes, 120kg of other tobacco products and 2,400 litres of alcohol.
- 3.11 Some of the items seized were counterfeit and contained even higher levels of heavy metals in an already dangerous product. Where this happened on licensed premises they were encouraged to apply for a minor variation to embed policies which discouraged buying alcohol from itinerant traders, and which would be legally binding. This work involved three licence reviews; one prosecution; five simple cautions; and nine minor variations to add appropriate conditions amongst the sanctions taken.
- 3.12 Knife crime is a major concern. 31 test purchase sales were made to under 18s with 3 sales occurring. When the Challenge 25 Test was applied the figures were 32 tests with 20 failures. The Challenge 25 scheme was promoted to help traders protect themselves.
- 3.13 Vaping may help reduce smoking, but there are concerns that it could be a gateway to smoking. It is illegal to sell these products to under 18s and eight test purchases were made at premises selling this product. There were four sales, which were followed up by warnings or cautions.
- 3.14 We maximised publicity and impact for work on lettings, counterfeits and safety, by coordinating with a wide number of boroughs in the Capital during London Trading Standards week.
- 3.15 Street trading is not a priority for this service, but as officers were often at Chelsea FC enforcing brand protection for the Club, they also tackled itinerant

traders. This protected stall holders who pay for their pitches. Chelsea FC contribute to the cost of this work.

- 3.16 The need for efficiency drives the use of intelligence to help us target our activities more effectively. We have successfully won a £81,000 contract to host a Regional Intelligence Unit for London.

4. PERFORMANCE

	2017-2018	2016-2017	2015-2016
Number of Referrals Received for Action via the Citizen Advice Consumer Helpline	420	458	432
Number of Notifications Received for Information from the Citizen Advice Consumer Helpline	1,725	1,667	1,670
Number of Service Requests Received Directly from a Consumer	236	232	262
Number of Service Requests Received Directly from a Business in the Borough	19	32	60
Number of Service Requests Received Home Authority and/or Primary Authority	9	10	9
% 1st Responses Made Within Agreed Service Standards	100%	100%	98%
Number of Licensing Act 2003 Applications Received for Consultation	131	44	47
Number of Criminal Investigations Started	92	33	32
Number of Criminal Investigations Completed	43	16	26
Number of Warning Letters	31	7	9
Number of Investigations Resulting in a Simple Caution	5	6	11
Number of Investigations Pending Legal Proceedings	1	1	2
Number of Investigations Resulting in Prosecution	3	1	4
Number of Investigations Resulting in a Licensing Review or Voluntary Variation to Conditions	3	2	4
% High Risk Premises Visited	100%	100%	100%
Number of Tobacco Related Visits	90	55	33
Number of Underage Sales Attempts for Alcohol, Knives and Tobacco, and Challenge 21/25	136	43	80
Number of Joint Action Partnership Days	14	6	10
Number of Chelsea FC Matchday Enforcement Visits	11	7	5

5. KEY PRIORITIES FOR 2018-2019

Preventative

- 5.1 To deal with service requests in accordance with service standards, and to engage with clients and businesses, to continually improve their experience of our Service.
- 5.2 Attend at least three events for residents that aim to raise awareness of current consumer issues. Provide education to residents on the types of consumer crimes that may affect them. Where concerns are identified, look at what safeguarding measures can be put in place in partnership with internal teams and external agencies.
- 5.3 To work with colleagues in London to promote a London Week of Action, to raise awareness of the broad spectrum of Trading Standards work and how we protect businesses and consumers.
- 5.4 To attend a minimum of one event to provide business advice and education, to help local businesses to comply with their legal obligations and create a level playing field.
- 5.5 To maintain Primary Authority relationships with local businesses by providing robust and reliable regulatory advice and to support business growth. All Primary Authority companies will be contacted at least twice each year.
- 5.6 To raise awareness on Scams and identify vulnerable groups in conjunction with partner agencies.

Enforcement

- 5.7 To improve the use of intelligence from both internal and external sources to focus on commercial activities that pose the highest risk and cause the largest detriment to consumers and businesses.
- 5.8 To promote and audit the Real Deal initiative at local markets to check the level of compliance in relation to unsafe and counterfeit goods.
- 5.9 To conduct a minimum of 80 underage sales visits and any non-compliance addressed.
- 5.10 To conduct a minimum of 20 visits in addition to underage sales work to ensure laws regulating the sale of tobacco are complied with including e-cigarettes, tobacco displays, tobacco labeling and advertising.
- 5.11 To detect and disrupt sales of illegal and counterfeit tobacco.
- 5.12 To inspect 100 per cent of high-risk premises.
- 5.13 To identify and address non-compliant and unfair business practices in the lettings sector. Including requirements in relation to; minimum energy efficiency standards in non-domestic premises; lettings agency redress scheme; estate agency redress scheme and letting agents display of fees.
- 5.14 To participate in a national project tackling clocked cars.

- 5.15 To review service requests to identify any potential financial investigations under the Proceeds of Crime Act.
- 5.16 To carry out a safety project, to protect consumers from harm, which may include participation in regional and sub-regional product safety projects.
- 5.17 To carry out enforcement to combat illegal street trading and selling counterfeit goods at Chelsea football matches.
- 5.18 To use the media and other communication channels to raise awareness about the work of Trading Standards and provide improved information for residents and businesses.

Service Improvement and Sustainability

- 5.19 To maintain accurate website information.
- 5.20 To complete the Statutory Returns for Trading Standards.
- 5.21 To maintain competency and Continuous Personal Professional Development to achieve/maintain Trading Standards Practitioner status.
- 5.22 To explore ways to continually improve services and ensure that customer engagement establishes whether the quality of our services to businesses and residents is fit for purpose.
- 5.23 To roll out the replacement HR and Finance systems as they relate to the Trading Standards Team.
- 5.24 To support local business and enterprises to contribute to Hammersmith & Fulham's strong economy plans.