

Appendix C

Activity	Milestone	Outcome	Corporate Alignment
Responding to doorstep crime incidents with a 'rapid response' service where required, to safeguard vulnerable consumers from financial harm	All required call outs are responded to within 24hrs with an onsite visit if necessary. Trader and consumer advice given as necessary and where appropriate, settlement of financial agreement.	Prompt support for vulnerable consumers. Trader and consumer legal advice provided. Assistance agreeing terms to remedy work and/or financial settlement.	Better Lives Better Place Protect the Most Vulnerable and Support Families
Take appropriate action to reduce the number of complaints being received against the Borough's most complained about businesses	Quarterly reporting to identify most complained about traders. Trader advisory meetings taking place. Appropriate enforcement action and/or Primary Authority commitment	Better educated and compliant businesses Reduced consumer complaints about these businesses. Less longer term demands on the Service,	Better Lives Better Place Demand Management Be More Business Friendly
Reduce the availability of illicit tobacco products including cigarettes, chewing tobacco and shisha and ensure compliance with the new plain packaging requirements for cigarettes.	Pre-planned inspections of premises believed to be involved with the illicit sales of tobacco including shisha. Trader advice and awareness training regarding new tobacco legislation.	Better educated and compliant businesses Reduced availability of illicit tobacco products. Reduction of anti social behavior in shisha bars. Increased health benefits.	Better Lives Better Place Be More Business Friendly Protect the Most Vulnerable and Support Families
Intervention of unsafe consumer goods from the supply chain, specifically from businesses at the manufacturing, importation or wholesale supply process.	Pre-planned inspections of premises believed to be involved with the supply of unsafe goods. Trader advice and support given. Seizure, suspension or reworking of unsafe goods.	Better educated and compliant businesses Reduced availability of unsafe products from the supply chain. Intervention at the high level of the supply chain resulting in efficiencies	Better Lives Be More Business Friendly
Pursue effective day to day robust enforcement action where expedient (in partnership with other Service areas), to ensure serious infringements are dealt with expediently, reducing criminal benefit from crime, tackle large scale frauds and to remain one of the most effective regulatory teams in the country.	Take effective enforcement action when required, reduction of illegal shisha cafes and other problem sectors of trade such as second hand car businesses, responding to doorstep crime, fraud and other scam allegations as early as possible to limit financial harm.	Enforcement action taken against problem businesses premises and a reduction of any fraudulent trading in the borough.	Better Place Be More Business Friendly Protect the Most Vulnerable and Support Families