



## Trading Standards Joint Advisory Board

**Wednesday 5 November 2025 at 6.00 pm**

To be held as an online virtual meeting via MS Teams

The press and public are welcome to attend this meeting by viewing the live webcast. The link to view the meeting is available [HERE](#)

### Membership:

Members Councillors:	Representing	First alternates Councillors:	Second alternates Councillors:
Pritesh Stevenson	Harrow	Blackman	Harrow
Suresh Crabb	Harrow	Greek	Harrow
Kennelly	Brent	Kalu	Harrow
Krupa Sheth	Brent	Farah	Brent
		Miller	Brent
		Chohan	Brent

### For further information contact:

(LB Brent) Abby Shinhmar, Governance Officer Tel: 0208 937 2078: Email: [abby.shinhmar@brent.gov.uk](mailto:abby.shinhmar@brent.gov.uk)

(LB Harrow) Rita Magdani, Senior Democratic & Electoral Services Officer Tel: 07707 138582; Email: [rita.magdani@harrow.gov.uk](mailto:rita.magdani@harrow.gov.uk)

For electronic copies of minutes and agendas please visit:  
[Council meetings and decision making | Brent Council](#)

### **Notes for Members - Declarations of Interest:**

If a Member is aware they have a Disclosable Pecuniary Interest\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent and must leave the room without participating in discussion of the item.

If a Member is aware they have a Personal Interest\*\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent.

If the Personal Interest is also significant enough to affect your judgement of a public interest and either it affects a financial position or relates to a regulatory matter then after disclosing the interest to the meeting the Member must leave the room without participating in discussion of the item, except that they may first make representations, answer questions or give evidence relating to the matter, provided that the public are allowed to attend the meeting for those purposes.

### **\*Disclosable Pecuniary Interests:**

- (a) **Employment, etc.** - Any employment, office, trade, profession or vocation carried on for profit gain.
- (b) **Sponsorship** - Any payment or other financial benefit in respect of expenses in carrying out duties as a member, or of election; including from a trade union.
- (c) **Contracts** - Any current contract for goods, services or works, between the Councillors or their partner (or a body in which one has a beneficial interest) and the council.
- (d) **Land** - Any beneficial interest in land which is within the council's area.
- (e) **Licences** - Any licence to occupy land in the council's area for a month or longer.
- (f) **Corporate tenancies** - Any tenancy between the council and a body in which the Councillor or their partner have a beneficial interest.
- (g) **Securities** - Any beneficial interest in securities of a body which has a place of business or land in the council's area, if the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body or of any one class of its issued share capital.

### **\*\*Personal Interests:**

The business relates to or affects:

- (a) Anybody of which you are a member or in a position of general control or management, and:
  - To which you are appointed by the council;
  - which exercises functions of a public nature;
  - which is directed is to charitable purposes;
  - whose principal purposes include the influence of public opinion or policy (including a political party or trade union).
- (b) The interests of a person from whom you have received gifts or hospitality of at least £50 as a member in the municipal year;

or

A decision in relation to that business might reasonably be regarded as affecting the well-being or financial position of:

- You yourself;
- a member of your family or your friend or any person with whom you have a close association or any person or body who is the subject of a registrable personal interest.

# Agenda

Introductions, if appropriate.

Item	Page
<b>1 Election of Chair</b>	
To be appointed from members of the London Borough of Harrow for this meeting.	
<b>2 Apologies for Absence and Clarification of Alternate Members</b>	
<b>3 Declarations of Interests</b>	
Members are invited to declare at this stage of the meeting, any relevant personal or disclosable pecuniary interests in the items on this agenda.	
<b>4 Minutes of Previous Meeting</b>	1 - 6
To approve the minutes of the previous meeting held on Wednesday 4 June 2025 as a correct record.	
<b>5 Matters Arising</b>	
<b>6 Deputations (if any)</b>	
<b>7 Trading Standards Mid Year Review</b>	7 - 10
The purpose of this report is to provide an update on the Service's performance mid-way through the year highlighting some of the key achievements and some challenges faced.	
<b>8 OP CECE - Joint Advisory Board Report</b>	11 - 16
This report will provide members with an update of Operation CeCe (Op CeCe), a National Trading Standards (NTS) initiative in partnership with His Majesty's Revenue & Customs (HMRC) to tackle illegal tobacco.	
<b>9 Date of Future Meetings</b>	
Members are asked to note the remaining schedule of meetings agreed between Brent & Harrow for the remainder of the 2025-26 Municipal Year:	

- Thursday 5 March 2026 at 6pm to be hosted (online) by the London Borough of Brent

## **10 Any Other Urgent Business**

Notice of items to be raised under this heading must be given in writing to the Deputy Director Democratic & Corporate Governance (London Borough of Brent) or their representative before the meeting in accordance with the constitutions of both Councils.

**Date of the next meeting: Thursday 5 March 2026**



LONDON BOROUGH OF  
**HARROW**

# **Trading Standards Joint Advisory Board Minutes**

## **4 June 2025**

### **Present:**

**Chair:** Councillor Krupa Sheth – London Borough of Brent

**Councillors:** Norman Stevenson – London Borough of Harrow  
Pritish Patel – London Borough of Harrow  
Rashmi Patel – London Borough of Harrow  
Daniel Kennelly – London Borough of Brent

### **1. Election of Chair**

**RESOLVED:** That Councillor Krupa Sheth (London Borough of Brent) be elected as Chair for the meeting.

### **2. Apologies for Absence and Clarification of Alternate Members**

Apologies were received from Councillor Steve Crabb (London Borough of Brent) and Councillor Krishna Suresh (London Borough of Harrow).

### **3. Declarations of Interest**

None.

### **4. Minutes of previous meeting**

**RESOLVED:** That the minutes of the meeting held on 19 March 2025 be taken as read and signed as a correct record.

### **5. Matters arising**

None.

### **6. Deputations (if any)**

No requests for deputations had been submitted for the meeting.

## **7. Trading Standards Annual Report 2024-25**

The Senior Regulatory Service Manager for Trading Services presented the Trading Standards Annual Report for the year 2024/2025 and added that it was a requirement of the Trading Standards Consortium Agreement that an Annual Report was presented to the Joint Advisory Board with details of the work undertaken during the financial year to which it related.

The Service sought to promote and maintain a fair and equitable trading environment for consumers and businesses alike, creating a level and equal marketplace in which consumers could spend in confidence, business could confidently trade and the local economy could grow. There were over 250 pieces of legislation to abide by as well as given standards.

The Service continued to work in partnership with the Citizen's Advice Consumer Service and accepted referrals for consideration, of cases involving criminal activity or ongoing consumer harm that affected Brent and Harrow residents.

Unfortunately, the Service could not investigate or deal with every request received, so each service request was assessed and scored to determine whether it would be investigated further. This year 321 reports were investigated in Brent and 145 in Harrow.

The Service strived to contribute towards both Borough's objectives of supporting business growth by delivering effective regulation for the benefit of legitimate businesses. Officers responded to 112 separate requests for advice and information from local businesses (Brent 62 and Harrow 50). This was an increase of 12% from the previous year.

Officers conducted 236 compliance inspections (Brent 117, and Harrow 119) to verify that businesses were adhering to consumer protection laws, product safety standards and fair trading practices.

The Service continued to deliver support and advice to Primary Authority businesses and guided partners through complex safety matters, including product recalls and withdrawals from UK and EU markets. Staff created a new partnership with Sabre Retail Fashion Limited trading as Mint Velvet, a national clothing retailer. Brent delivered 57 hours and Harrow 20 hours of Primary Authority advice.

In March 2025, the Service wrote to 703 businesses (422 Brent and 281 Harrow) advising them of the single use vape ban coming into force as of 1 June 2025.

The Service continued to undertake a wide range of activities to protect Brent' and Harrow's residents and promote the well-being of its communities. Compliance inspections, market surveillance and investigations had been carried out on an e-bikes modification business, cosmetic products, PPE and homeware products.

The team had a statutory duty to carry out market surveillance and enforcement activities concerning the storage and sale of fireworks and was responsible for ensuring that fireworks sold in Brent & Harrow were manufactured to the relevant standard and not sold to minors. The Service issued 32 fireworks licences to 29 businesses in Harrow.

Working in partnership with the Metropolitan Police, the Football Association, brand protection teams and our Environmental Enforcement Officers, the team saw a huge improvement in compliance levels on event days, with a substantial decline in illegal street traders, making the events much more pleasurable for all who attended.

The Service contributed to the 'Weeks of Action' in Harrow working alongside the Police, Licensing, Environmental Health, Community Safety teams and other colleagues within the Council. Officers conducted compliance checks on local businesses across all areas including knife sales, vapes, counterfeit products.

Another key priority for the Service was to prevent children from accessing age-restricted products. The Service provided training and advice to businesses selling age restricted products both online and in-store. Throughout the year, Enforcement Officers ran several test purchase operations whereby child volunteers were employed to test business processes and ensure compliance in the sale of knives, vapes, cigarettes, alcohol, solvents and butane.

This year, the Service had conducted 61 visits using child volunteers. 30 were carried out in Brent and 31 in Harrow. 83.61% of businesses tested did not sell to children, 4 were prosecuted and the remainder were giving warnings or a caution.

The Service operated a Responsible Trader Scheme, which provided guidance to assist businesses with the training of their staff regarding age restricted products. The Scheme promoted best practice and allowed businesses to demonstrate a commitment to protecting young people in the borough. The training pack provides advice on a whole range of age restricted products including knives, vapes and corrosive substances. 34 Businesses were visited concerning the Responsible Trader Scheme.

13 visits targeting retailers of knives in Brent & Harrow (5 Brent and 8 Harrow) were carried out as part of Operation Sceptre, the national initiative led by UK police forces to combat knife-related violence. Officers focused on educating businesses on safe storage and display of knives so they cannot be stolen or used as a weapon against staff or someone else.

A total of 36 businesses had been visited during this reporting period with 21 in Brent and 16 in Harrow. Some of these visits included the use of a tobacco sniffer dog to find hidden tobacco and conduct thorough searches.

The Service continued to pro-actively conduct online audits of letting agents advertising rental services as well as responding to complaints. The websites of 50 agents (22 in Brent and 28 in Harrow) were examined and issued 10 Notices of Intent (NOI) to issue monetary penalties. 5 of the NOIs issued resulted in a monetary penalty amounting to £9,550.

A total of 11 businesses across both boroughs had been visited and 26 weighing instruments were tested (9 in Harrow and 19 in Brent) by our inspectors. 8 weighing scales were found in use without initial verification (3 in Harrow and 5 in Brent) however, they weighed accurately and short measure was not an issue.

The Service was intelligence-led and had focused resources around high-risk and most complained-about businesses, from used car dealers and cosmetic importers to small convenience shops. Officers had conducted compliance visits, provided detailed advice and information to 56 of these businesses (25 in Harrow and 31 in Brent) and facilitated refunds, much to the gratitude of the consumers.

Officers secured a refund of £1,500 from a used car dealer in Harrow and £7,300 from another in Brent following complaints received around false and restrictive statements on receipts/invoices, vehicle descriptions and vehicle quality. In October 2024, a used car dealer pleaded guilty to car clocking and was fined over £5,000 and made to pay £17,500 to the victim.

The Service was set to deliver a rapid response service to residents to prevent, disrupt, and deter doorstep criminals. This financial year officers saved residents a total of £37,000 (£9,000 in Brent and £28,000 in Harrow). The Service continued to receive complaints about building and renovation services which will be investigated further.

The team had officers who were Friends Against Scam 'SCAM Champions' and provided training on how to support and reduce the chances of being a scam victim.

- A total of 4 Confiscation Orders - totalling £301,502
- 3 Restraint Orders granted on assets
- 29 Production Orders
- 2 International Letters of Request granted to establish the individuals behind an overseas corporation and associated business activities

The team had recently recruited two Investigation Officers.

Comments were then sought on the update provided, with the following issues raised:

- Members noted that there were a team of 6 Enforcement Officers spread across both boroughs and asked if cases that were not prioritised returned. Members were informed that the team maintained a rolling spreadsheet of the most complained about traders and assessed this regularly.



- Members queried what Primary Authority was. It was explained that this was when a business approached the Service for advice, audit and support and was a cost recovery service.
- Clarity was sought on whether there was a planned follow up regarding the single use vapes. Anu Prashar said that there would be a follow up on single use vapes following any complaints.
- Members asked whether the responsibility of recalling the neck massager, as mentioned in the report, would lie with Amazon as the selling platform or trader. Anu Prashar advised that the Service would establish where it was bought from and deal with the trader but also work with Amazon to take it down from their website. When purchasing an item, the contract of purchase was with the trader and not the platform.
- Members noted that there was a case in February 2025 in Wembley where tobacco was successfully confiscated from a trader and asked how the news was being disseminated to raise awareness. Members noted that the Service was working with the communications department of Brent Council to get a press release out. The matter was publicised in local business news and news had spread amongst local shop keepers.

With no further comments raised the Chair thanked officers for the update provided and it was **RESOLVED:** That the report be noted.

## **8. Knife Crime proposals regarding age verification checks**

The Senior Regulatory Service Manager for Trading Services presented an overview of the report that provided Members with information regarding proposals to implement age verification checks and to seek control of the doorstep dropping of knives and bladed articles to greater protect young people from knife crime.

In terms of the process outlined members were advised that a stringent 2-step system would be mandated for all retailers selling knives online requiring customers to submit photo ID at point of sale and again on delivery. In addition, delivery companies would only be able to deliver a bladed article to the same person who purchased it.

Under the proposed new measures, a person may need to submit a copy of a photo ID, such as a driving licence or passport, as well as proof of address, such as a utility bill before showing ID again when the package was delivered. This could also include a person submitting a current photo or video of themselves to an online retailer alongside their ID. It would also be illegal to leave a package containing a bladed weapon on a doorstep when no one was available to receive it.

The raft of measures being referred to were known as 'Ronan's Law', in tribute to Ronan Kanda, a 16-year-old who was killed in 2022 by a teenager carrying a 22-inch 'ninja blade' purchased online.

The new rules followed a spate of incidents involving knives, including the Southport attack in which the perpetrator used a knife purchased on Amazon to commit his attack.

The Crime and Policing Bill 2025, which was introduced in the House of Commons on the 25 February 2025 would increase the maximum prison sentence for selling weapons to under-18s from two months to up to two years. That could apply either to an individual who had processed the sale or the Chief Executive of a company – giving online marketplaces an added incentive to take their responsibilities seriously.

The Government had previously announced that they would hold social media executives to account for knife crime related content which glorified and incited violence amongst young people. Senior executives of social media companies would also face significant fines in the region of £10,000 for failing to swiftly remove knife crime related content from their platforms.

Comments were then sought on the update provided, with the following issues raised:

- Complaints about knives to the service remained relatively low.
- Members agreed that it was positive that there had been an increase in fines given and asked how to increase test purchases. Anu Prashar replied that each complaint was assessed individually. The Service ensured to sign the company up with the Responsible Trader Scheme and sometimes a visit from the Service was needed.

With no further comments raised the Chair thanked officers for the update provided and it was **RESOLVED**: That the report be noted.

## **9. Date of Future Meetings**

**NOTED** the dates for the schedule of meetings agreed between Brent & Harrow for the 2025-26 Municipal Year as follows:

- Wednesday 5 November 2025 at 6pm to be hosted (online) by the London Borough of Harrow
- Thursday 5 March 2026 at 6pm to be hosted (online) by the London Borough of Brent

## **10. Any Other Urgent Business**

None.

(Note: The meeting, having commenced at 6.00 pm, closed at 6.40 pm).

COUNCILLOR KRUPA SHETH (Chair)

**London Boroughs of Brent & Harrow  
Trading Standards Joint Advisory Board  
5 November 2025  
Report from the Senior Service Manager**

**FOR INFORMATION**

**Brent and Harrow Trading Standards Mid-Year Report 2025/26**

## **1.0 Purpose of the Report**

- 1.1 The purpose of this report is to provide an update on the Service's performance mid-way through the year highlighting some of the key achievements and some challenges faced.

## **2.0 Recommendations**

- 2.1 Joint Advisory Board Members consider the report and make recommendations or comments where appropriate.

## **3.0 Details**

- 3.1 The Trading Standards Service operates on a joint consortium basis between the London Borough of Brent and the London Borough of Harrow, with Brent being the host authority.
- 3.2 The Service carries out the local authority's statutory duties relating to the legislation enforced by a Weights and Measures Authority. As part of the contractual agreement between the two boroughs, an annual report is presented to the Trading Standards Joint Advisory Board.
- 3.3 The Service has produced a mid-year report to provide members with some information about what it has been doing for the first 6 months of this financial year without having to wait until the publication of the annual report.
- 3.4 A copy of the report for the mid-year review is attached as an Appendix for members' information and consideration. Any future work or pending outcome will be reported in full in the Annual report.

## **4.0 Financial Implications**

- 4.1 The Brent and Harrow Trading Standards Service was provided with an agreed net budget during this period.

## **5.0 Legal Implications**

5.1 There are no legal implications arising from this report.

## **6.0 Equality Implications**

6.1 The proposals in this report have been screened to assess their relevance to equality and were found to have no equality implications.

## **7.0 Consultation with Ward Members and Stakeholders**

7.1 There is no requirement to specifically consult Ward Members about this report as it affects all wards across both Boroughs.

## **8.0 Human Resources Implications**

8.0 There are no significant staffing implications arising from this report.

### **Contact Officer**

Any person wishing to obtain more information should contact Anu Prashar, Senior Regulatory Service Manager, Brent Civic Centre, Engineers Way, Wembley Middlesex HA9 0FJ. Telephone: (020) 8937 55215, [anu.prashar@brent.gov.uk](mailto:anu.prashar@brent.gov.uk)

ANU PRASHAR  
SENIOR REGULATORY SERVICE MANAGER

# BRENT & HARROW TRADING STANDARDS MID –YEAR REPORT 2025/26

The purpose of this report is to provide an update on the Services performance mid-way through the year highlighting some of the key achievements for the year so far. This is to provide some easily to digest information of what the Service has been doing without having to wait until the publication of the annual report.

The key function of Trading Standards is to protect consumers and legitimate businesses by enforcing consumer protection laws, ensuring safe and fair marketplaces.

Since April 2025, two new legislations have come into force which are enforce by Trading Standards. The first being ‘The Digital Markets, Competition and Consumers Act 2024’ (DMCCA) which replaces the Consumer Protection from Unfair Trading Regulations 2008 came into force on 6 April 2025.

The second is ‘The Environmental Protection (Single-use Vapes) (England) Regulations 2024’ which came into force comes into force on 1 June 2025 banning the sale and supply of single-use vapes often called disposable vapes.

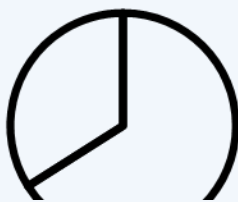
The Service receives service requests from various sources such as consumers, businesses, other local authorities, the ports and enforcement bodies such as the Police.

2116

Service requests received during this period from various sources

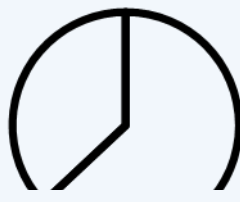
960

Were further analysed by the teams



512

Further analysed relating to a Brent business or resident



448

Further analysed relating to a Harrow business or resident



70

Directly from a business (32 Brent and 38 Harrow)

The Service has always aimed to support local legitimate businesses by ensuring that they are compliant with the relevant legislation that governs the business and protect consumers.

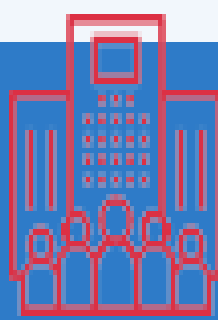
120

Enforcement visits carried out to ensure businesses comply with the law and provide advice necessary



22

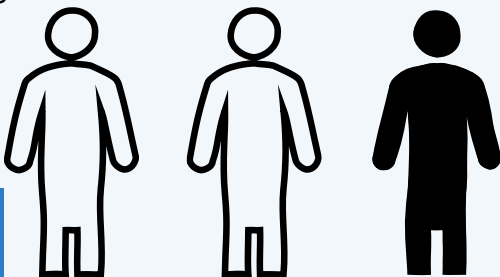
Businesses visited to check for compliance relating to the sales of illicit tobacco (10 in Brent and 12 in Harrow)



27

High Risks and Most Complained about businesses visited (15 in Brent and 12 in Harrow)

A wide range of activities are undertaking by the service to protect the health and wellbeing of the residents of both Brent and Harrow, and this includes ensuring that age restricted products such as vapes, cigarettes and alcohol are not sold or readily available to minors, officers do advise on a very wide range of age restricted sales legislation to help to keep young people safe.

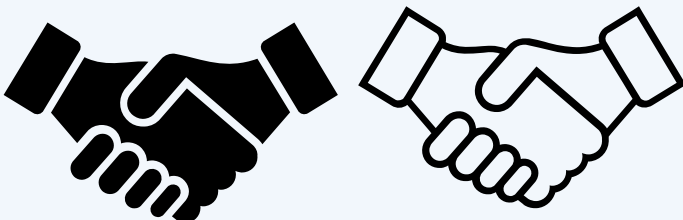


38

Businesses were tested for underage sale of products such as vapes, alcohol and cigarettes the failure rate thus far is 15% (5 vapes & 1 Butane sale)

The team is set to deliver a rapid response service to our residents to prevent, disrupt and deter doorstep criminals, to date it has not received any calls that needed to be attended urgently, however, it has received complaints about building and renovation services which it has investigated further. Officers have continued to support residents.

The Service continues to participate in enforcement operations at Wembley Stadium event days to deliver a strong message that illegal sellers and counterfeit merchandise is not welcome. Officers contributes to the Harrow ‘Week of Action’ events working alongside the Police, Licensing, Environmental Health, Community Safety and other colleagues.

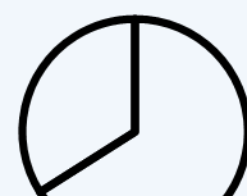


# BRENT & HARROW TRADING STANDARDS MID –YEAR REPORT 2025/26

Trading Standards has an array of penalties available to us where businesses deliberately break the law, ignore our advice or cause serious harm. This ranges from a written warning , caution, monetary penalties, undertakings to fines and imprisonment.

**16** Infringement reports completed for various breaches

**£3,132** Total cost awarded by the courts from defendants



**14**  
Letters of Warnings  
issued



**4**  
Cases  
recommended for  
legal proceedings

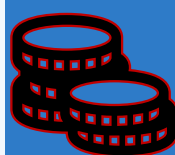


**3**  
Cases concluded in  
court with 6  
defendants

The Service continues to pro-actively conduct online audits of agents actively advertising rental services as well as responding to complaints



**5** Final Notices were issued to agents for failing to comply



**£12,722** Monetary Penalty issued for noncompliance

The Service does have two financial investigators who conducts financial investigations for other local authorities



**£193,376**

Confiscation order made by the courts in Proceeds of Crime Case

The table shows the projected goals of the respective teams during 2025/26 against what has been achieved so far.

The work areas are kept on constant review with the teams to assess the current positions. Where necessary an action plan is put in place to ensure the maximum output of work is achieved by the end of the year

The projected work volumes are based on both teams having a full compliment of enforcement staff 3.5 Enforcement Officers for Brent and 2.5 for Harrow

The nature of Trading Standard's duties does vary and therefore the figures are subject to change.

The final output would be reported in the annual report

Action	Brent Planned	Brent to Date	Harrow Planned	Harrow to Date
Service Requests Completed	366	110	250	66
Business enquiries/requests for advice	78	32	54	38
High Risk / Most Complained-about Trader Inspections	31	15	25	12
Port Referrals	5	2	1	1
Other Business Inspections/Visits	62	27	71	11
Weights & Measures, Average Quantity or Verification visits	4	2	3	1
Primary Authority Hours	117	10.5	36	15
Underage Test Purchase Visits	62	16	57	22
Infringement reports	31	8	21	8
Prosecutions completed – Crown Court	1	0	1	0
Prosecutions completed – Magistrates' Court	8	3	6	0
Licensing Condition Reviews	1	0	1	0
Simple Cautions Signed	6	0	4	0
Letters of Warning	9	7	10	7
Fixed Penalty Notices Issued	8	2	7	3
Local and Regional Projects Completed	2	2	2	2
Service Improvement Work (Hours)	97	45	53	35
Approved Trader Scheme New Recruits or Audits	10	8	21	7
Doorstep Crime Rapid Response Actions	3	0	4	0
Number of Scam Victims Contacted c/o NTS Scams Hub	40	2	43	1
Partnership or Area-Based Working Events/Weeks of Action	8	4	6	7
Samples, Mileage & Websites Checks	58	68	54	21
Number of intelligence Logs Input on Regional Database	64	47	60	12
External social media including press releases issued	6	2	4	1

**London Boroughs of Brent & Harrow  
Trading Standards Joint Advisory Board  
5 November 2025  
Report from the Senior Service Manager**

**FOR INFORMATION**

**OPERATION CECE UPDATE REPORT**

## **1.0 Purpose of the Report**

- 1.1 The purpose of this report is to provide members with an update of Operation CeCe (Op CeCe), a National Trading Standards (NTS) initiative in partnership with His Majesty's Revenue & Customs (HMRC) to tackle illegal tobacco.

## **2.0 Recommendations**

- 2.1 That Joint Advisory Board Members consider the report and make recommendations or comments where appropriate.

## **3.0 Details**

- 3.1 Op CeCe commenced in January 2021 with the aim of tackling the sale and supply of illicit tobacco products such as cigarettes, hand rolling tobacco and shisha. The objective behind this is for the disruption of illegal tobacco within England and Wales. HMRC provided funds to NTS to carry out this work, and funds were allocated to London Trading Standards (LTS) on a regional level to take part in the project.
- 3.2 The Standardised Packaging of Tobacco Products Regulations 2015 states that certain tobacco products such as cigarettes packs and hand-rolling tobacco are required by law to be in a standardised packaging such as the shape, colour (specifically a non-shiny drab pantone colour) and prohibits the use logos and promotional graphics.
- 3.3 The Tobacco and Related Products Regulations 2016 lays down the requirements of 'the health warnings' needing to be in a prescribed format and in English.
- 3.4 Selling or the intention of selling tobacco products that do not comply with these regulations is a criminal offence and not only are the goods subject to seizure but the supplier may face prosecution. If found guilty a maximum imprisonment of up to two years and/or an unlimited fine per offence could be imposed. If illegal tobacco is found on a licenced premises it could also lead to a representation to review the licence being made.

- 3.5 Furthermore Trade Marks Act 1994 makes illegal to have in possession for supply tobacco packs that have not been produced with the permission of the owner of the relevant trademarks displayed on the packs. If found guilty a maximum imprisonment of up to ten years and/or an unlimited fine per offence could be imposed
- 3.6 As the main focus of Op CeCe is for the disruption of illegal tobacco trade nationally, Local Authorities Trading Standards such as ours were able to make application to LTS to help fund work being carried out at a local level. The funding is purely for disruption work which involves test purchasing and tobacco enforcement days with sniffer dogs. The funding does not cover the cost of investigations or prosecutions and does not cover under age test purchase operations.
- 3.7 Within the period commencing March 2021 and September 2025, Brent and Harrow Trading Standards applied to LTS for such funding to help tackle this issue within our boroughs. The majority of work undertaken by this Service was in relation to test purchasing to prove the supply of illicit tobacco and sniffer dog enforcement days.
- 3.8 Acting on intelligence and complaints received from members of the public, business owners, the police and/or other sources, Trading Standards officers have carried out 184 enforcement visits to businesses to check compliance.
- 3.9 More than 480,580 sticks (24,000-unit packs) of illegal cigarettes, 10kg of hand rolling tobacco, 23kg of smokeless tobacco and 115kg of shisha products have been seized from the enforcement visits. To date 63 letters of warnings and 10 simple cautions have been issued to business owners, companies and/or its directors and 24 cases have been concluded in court following legal proceedings with more expected in the coming year. The concluded cases have resulted in fines collectively exceeding £38K and costs of £25K.
- 3.10 Being very much intelligence led, Op CeCe has been worthwhile due to the Service concentrating its efforts and resources on businesses it has received reports about.

#### **4.0 Financial Implications**

- 4.1 The staffing resource to implement this will be met from within the Trading Standards base budget.

#### **5.0 Legal Implications**

- 5.1 There is no legal implications arising from this report.

#### **6.0 Equality Implications**

- 6.1 The proposals in this report have been screened to assess their relevance to equality and were found to have no equality implications.

#### **7.0 Consultation with Ward Members and Stakeholders**



- 7.1 There is no requirement to specifically consult Ward Members about this report as it affects all wards across both Boroughs.

## **8.0 Human Resources Implications**

- 8.0 There are no significant staffing implications arising from this report.

### **Contact Officer**

Any person wishing to obtain more information should contact Anu Prashar, Senior Regulatory Service Manager, Brent Civic Centre, Engineers Way, Wembley Middlesex HA9 0FJ. Telephone: (020) 8937 55215, [anu.prashar@brent.gov.uk](mailto:anu.prashar@brent.gov.uk)

ANU PRASHAR  
SENIOR REGULATORY SERVICE MANAGER

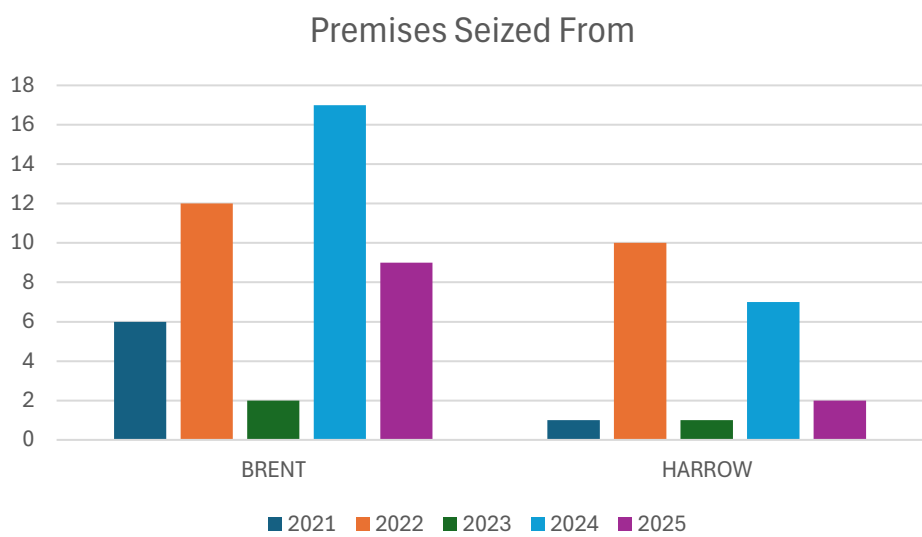
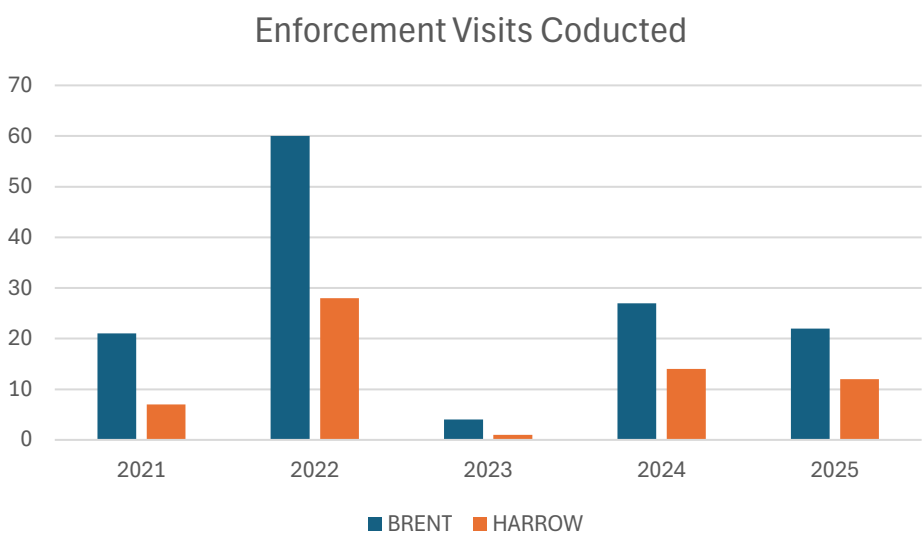
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# Brent and Harrow Trading Standards Op CeCe and Tobacco Update

Op CeCe commenced in January 2021 with the aim of tackling the sale and supply of illicit tobacco products such as cigarettes, hand rolling tobacco and shisha. The objective behind this is for the disruption of illegal tobacco within England and Wales. HMRC provided funds to NTS to carry out this work, and funds were allocated to London Trading Standards on a regional level to take part in the project.

The purpose of this report is to provide an update of work carried out by Brent and Harrow Trading Standards concerning the enforcement of illicit tobacco and Op CeCe.

This document contains a summary of the highlights of work done between March 2021 and September 2025




**184** Enforcement visits carried during this period (122 Brent & 62 Harrow)


**67** Visits resulted in seizures of illegal tobacco (46 Brent & 21)



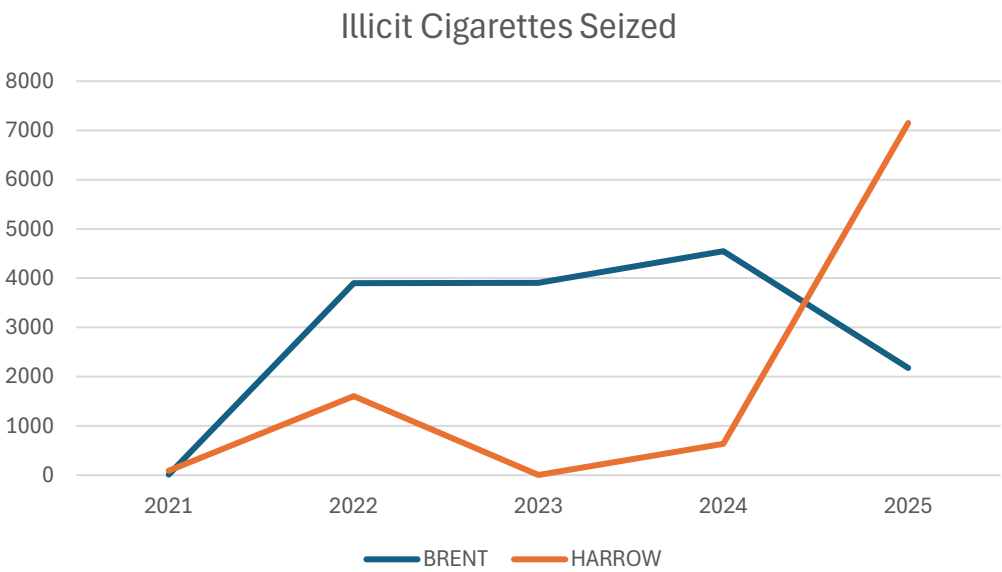
**326** Complaints received regarding illicit tobacco (214 Brent & 112 Harrow)



**24** Legal proceedings following seizures of illicit tobacco (22 Brent & 2 Harrow)

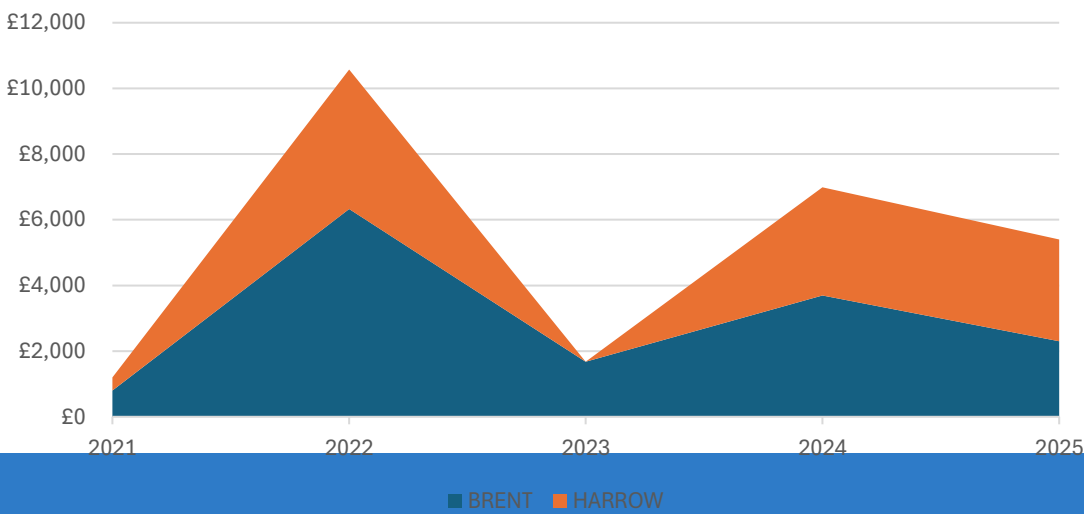


**63** Letters of warning issued for infringements (34 Brent and 29 Harrow)





**480,580** Sticks of cigarettes seized which is over 24,000 pack of cigarettes





**25,841** Cost recovery for officer's time since March 2021 to September 2025 from Op-CeCe

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