

Impact Analysis to Enable Informed Decisions						
Background Information						
Directorate	Assistant Director Area	Service Area	Lead Officer	Person / people completing analysis	Date of workshop / meeting	Version
Finance & Public Protection	Safer Communities	Trading Standards	Emma Milligan Angela Kane	Lisa Stock Nicole Peppard		V0.05
Title of the policy / project / service being considered		Bespoke Business Advice provided by Trading Standards on a chargeable basis				
General overview and description		<p>Businesses in Lincolnshire regularly make requests to Lincolnshire Trading Standards for advice and guidance in relation to Trading Standards legislation. At the current time we provide basic advice and signpost the business to appropriate sources for further information based on the individual needs and requirements of the business. Basic business advice involves the request being allocated to a named Trading Standards officer who conducts initial research into the trading activities and history of the business using the Lincolnshire Trading Standards database. The Trading Standards Officer will then contact the business, usually by telephone or email and confirm all the details of the business advice request. Having identified the legislation relevant to the particular goods and/or service of the business, the Trading Standards Officer will then discuss the key areas and requirements of the legislation providing general, basic business advice and guidance that businesses can refer to and then interpret and apply themselves. Currently, Trading Standards Officer's time is limited to no more than one hour for this basic business advice service. However, with more businesses demanding a greater level of support and guidance and with requests increasingly exceeding basic advice we are unable to provide this in depth service. We are therefore proposing to introduce "Pay as you Go" regime to recover the cost of business advice provided by Safer Communities Trading Standards Service regardless of their size and the frequency/complexity of their enquiry. The service would be chargeable on a full/partial cost recovery and include Mediation, Training and Public Analyst Services with each business entitled to their free enquiry free for up to an hour.</p>				

Current status	New	LCC directly delivered
Timescales for implementation	1 st April 2016	
Analysis		
1. What is the current situation?	<p>Lincolnshire Safer Communities Trading Standards currently supports Lincolnshire Businesses through the provision of free basic business advice in relation to Trading Standards law. Approval has recently been granted for Lincolnshire Trading Standards to adopt Primary Authority for businesses that trade within and outside Lincolnshire, from 1st April 2015. Primary Authority is a statutory scheme, established by the Regulatory Enforcement and Sanctions Act 2008, which allows businesses to form a partnership with a single local authority. The scheme allows businesses to access assured advice on compliance, that must be respected by all local authorities, thus addressing business concerns about consistency and giving them confidence. Primary Authority is a key element of the Government's commitment to improve the delivery of regulation in line with the statutory principles of good regulation. Lincolnshire County Council has an obligation under the Regulators Compliance Code to provide businesses with advice and guidance about their legal obligations in respect of environmental health, trading standards, fire safety and licensing legislation. Where businesses require additional advice and support services under Primary Authority the Act enables the council to recover the costs associated in providing these services from the business.</p>	
2. What are the drivers for change?	<p>Since 2001, when Lincolnshire Trading Standards received a 50% reduction in funding, we have been able to provide bespoke and in depth business advice to Lincolnshire Businesses on the laws applicable to them within the Trading Standards remit. Businesses that only trade within Lincolnshire do not meet the current criteria for Primary Authority. These businesses regularly make requests to Lincolnshire Trading Standards for advice and guidance in relation to Trading Standards legislation and are now demanding a higher level of input than Trading Standards is currently able to resource with requests increasingly exceeding basic advice. We have identified that our current provisions do not fully meet business demand and feel this can only be guaranteed if it is self-funding, therefore we are proposing to introduce "Pay as you Go" regime to recover the cost of business advice provided by Safer Communities Trading Standards Service.</p>	

<p>3. What difference will we make?</p>	<p>Providing bespoke advice and guidance to Lincolnshire businesses will ensure compliance with Trading Standards laws and promote consumer confidence in the goods and services they purchase. Cost recovery will ease the financial constraints being placed upon Lincolnshire County Council, Safer Communities Trading Standards Service and assist with the Government requirement to reduce spending. Safer Communities Trading Standards service will be based on the needs of the Business community in Lincolnshire and help support businesses to prosper whilst protecting and promoting business lifestyles and community wellbeing and resilience.</p> <p>Hourly rate: £58.00 plus VAT Timing Charge Rate: Per 15 minutes Travel Rates:</p> <ul style="list-style-type: none"> • Lincolnshire businesses free of charge. • Businesses based outside Lincolnshire: HMRC mileage rate from the nearest Trading Standards office (Boston or Met Lab using route finder) and Officer hourly rate plus any accommodation costs. • Pay As you Go Advice: Each business will be entitled to their first enquiry free for up to an hour once registered via our website, then the hourly rate applies.
<p>4. What are the assumptions about the benefits?</p>	<ul style="list-style-type: none"> • Bespoke in depth business advice • A dedicated Trading Standards telephone number available 9am – 5pm • A dedicated email address for businesses • 3 Working day first response rather than 5 working day response • Overall 10 working day completion target • All advice will be provided in writing • Full quotation before advice is provided so businesses are aware of the cost implications • Direct contact via phone or email to the Business Development Team rather than via Citizens Advice Consumer Service • Cost recovery • Prevention is more cost effective than having to deal with later non-compliance <p>The following services would also be offered and quoted for, on request:</p> <ul style="list-style-type: none"> • Training packages • Mediation • Public Analyst Services

<p>5. How are you testing your assumptions about the benefits?</p>	<p>Having worked with businesses for a number of years, Lincolnshire Trading Standards Officers have a good understanding and knowledge of local businesses and can provide services that are appropriate and beneficial to meet the needs of businesses.</p> <p>Sharing experience with other local authorities and benchmarking against similar services offering Pay As You Go Advice</p> <p>Completion of SNAP survey to gather information about how businesses might be affected by the introduction of Pay As You Go business advice.</p> <p>Facilitate and undertake an Impact Analysis workshop with identified stakeholders to review our findings and help shape the proposals into options for the consultation</p> <p>Write to businesses that have, in the past year contacted the Service for business advice asking them to complete the SNAP survey in order to gauge their opinions to the proposal.</p> <p>Undertake Service Feedback Survey from 1st October 2015 – 1st January 2016</p>
<p>6. The assumptions about any adverse impacts. Could it have a negative impact on anyone?</p> <p>If Yes, go to 6.1 and 6.2 If No, please explain how you know this is the case</p>	<p>YES</p>
<p>6.1 Which groups / individuals could it have a negative impact on?</p>	<p>Small and/or start-up businesses and charities may be unable to afford the cost of business advice from Trading Standards.</p> <p>Protective characteristics – may be issues with language</p>

<p>6.2 Please state how it could have a negative impact on these groups / individuals? Please refer to the list of protected characteristics to assist your answer.</p>	<p>Generally speaking, we do not feel that our proposed policy of Pay as You Go business advice is likely to have any equality implications for the groups/individuals operating small, and/or start-up businesses and charities. Businesses would still be entitled to up to an hour free business advice and for small and/or start-up businesses. For Charities and the Voluntary Sector who may be unable to afford the cost of business advice from Trading Standards we propose a series of accessible workshops/events</p>
<p>7. How are you testing your assumptions about adverse impacts?</p>	<p>The SNAP survey and Impact Analysis Workshop will ask businesses if the proposed Pay as You Go Business Advice will have any equalities implications in relation to:</p> <ul style="list-style-type: none"> Age Gender re-assignment Pregnancy or maternity Race Disability Religion or belief Sex Sexual orientation Marriage and civil partnerships
<p>7.1 What further evidence do you need to gather?</p>	<p>Further evidence will be gathered with the completion of SNAP survey to gather information about how businesses might be affected by the introduction of Pay As You Go business advice. We will then carry out a review and update the impact analysis.</p> <p>Facilitate and undertake an Impact Analysis workshop with identified stakeholders to review our findings and help shape the proposals into options for the consultation. We will test our own assumptions and any other proposals will be recorded in the impact analysis.</p> <p>Write to businesses that have, in the past year contacted the Service for business advice asking them to complete the SNAP survey in order to gauge their opinions to the proposal</p> <p>Request all businesses that contact Lincolnshire Trading Standards for advice, complete and submit a Service Feedback form which will greatly assist us and ensure that in future, we are offering all Lincolnshire Businesses the most suitable Business Advice Service.</p>

<p>8. Who are the stakeholders and how will they be affected?</p>	<p style="text-align: right;">Primary</p> <p>Lincolnshire Businesses. Lincolnshire Chamber of Commerce Federation of Small Businesses Greater Lincolnshire Local Enterprise Partnership Institute of Directors Lincolnshire’s National Farmers Union</p> <p style="text-align: center;">Secondary</p> <p>Consumer’s purchasing goods and/or services from Lincolnshire Businesses.</p>
<p>9. How are you assessing the risks and minimising the impacts?</p>	<p>We are consulting with Lincolnshire Businesses, Lincolnshire Chamber of Commerce, Federation of Small Businesses, National Farmers Union in Lincolnshire, Greater Lincolnshire Local Enterprise Partnership and Institute of Directors to assess any risks associated with the introduction of Pay As You Go Business Advice. We will seek opinion from these organisations as to how we can best minimise the impact. We will introduce and maintain a risk and issues log in order to record what the identified risks are and the type of issues and questions from businesses we are anticipating.</p>
<p>10. What changes will the Council need to make as a result of introducing the policy / project / service etc?</p>	<p>Lincolnshire Safer Communities Trading Standards departmental policy and procedures, website and promotional material.</p>

11. How will you undertake evaluation once the changes have been implemented?	At various stages during the delivery of Pay As You Go business advice, the Trading Standards Officer will, as part of their duties, be responsible for obtaining feedback from the Business concerned. This feedback will be evaluated and reviewed quarterly by the Business Development Manager and Safer Communities Management Team. All businesses in receipt of Pay as You Go business advice will be asked to complete an annual survey, the results of which will be used to conduct a full evaluation of the business advice services provided and assist with future development plans.
Further Details	
Are you handling personal data? If so, please give details.	YES. There is no increase in the amount or content of data already handled.
How was this analysis undertaken? Facilitated workshop? Who attended?	Impact Analysis Version VO.01 produced. Update meetings with Jen Cairns, Emma Milligan & Angela Kane. Impact analysis VO.02, VO.03, VO.04 VO.05 produced. Subsequent versions following feedback from following organisations and results of SNAP survey: Lincolnshire Businesses. Lincolnshire Chamber of Commerce – 30/04/15 Federation of Small Businesses – 01/05/15 – 25/06/15 Greater Lincolnshire Local Enterprise Partnership – 14/05/15 Institute of Directors Lincolnshire’s National Farmers Union – 11/05/15
Are you confident that everyone who should have been involved in producing this version of the Impact Analysis has been? If No, who needs to be involved?	YES
If this is new, or requires a decision by Councillors to revise, has this impact analysis been included with the committee report?	This is new and Council’s Forward Plan for scrutiny will be drafted no later than 27 th November 2015. The proposal will be put before the Community and Public Scrutiny Committee on 13 th January 2016 for a decision to be taken by the Executive on 2 nd February 2016. The impact analysis will be included with the committee report.

Actions required Including any actions identified in this analysis for monitoring in the relevant service area work plan?	Action	Lead officer	Timescale
	5 Main Stakeholder meetings	Emma Milligan Angela Kane	30/04/15 11/05/15 14/05/15 25/06/15
	SNAP survey live on Website	Emma Milligan Lisa Stock	01/06/15 to 26/07/15
	Analyse results of SNAP survey and write report	Emma Milligan Angela Kane	03/08/15 – 05/08/15
	Seek the views and opinions of Businesses that have received sought and received advice from Lincolnshire Trading Standards by requesting the completion of Service Feedback Forms.	Angela Kane Emma Milligan Lisa Stock	01/10/15 – 01/01/16
Signed off by		Date	

* Cells of the form with shading will help you form your consultation plan, should you need to carry out a consultation as a result of Impact Analysis discussions.