

NATIONAL PERFORMANCE  
FRAMEWORK (NPF)  
GUIDANCE  
2007/08

URN: 08/653

Version: 14/02/08

	<u>PAGES</u>
Data Collection	3
Using the Excel Template	3
Performance Measures 1 and 2	4
Measure Methodology	4
Survey Questions	4
Survey Methodology	5
Example Calculation for Performance Measures 1 and 2	21
Performance Measure 3 - With Example	6
Performance Measure 4	8
Contextual Information Return, with PM4 definitions	9
Definitions	8
Frequently Asked Questions	14

## PERFORMANCE MEASURES

This guidance has been amended slightly since last year to make it more concise for easier use and to include FAQs that we received during last year's NPF collection.

### DATA COLLECTION

As with last year, the returns will be sent direct to BERR (formerly DTI). The Electronic Templates are available at:

[www.berr.gov.uk/consumers/enforcement/trading-standards/Performance%20Measures/page24947.html](http://www.berr.gov.uk/consumers/enforcement/trading-standards/Performance%20Measures/page24947.html)

(please note: the file is large and so may be slow to open).

### USING THE EXCEL TEMPLATE

Please ensure that you have the latest Electronic Template, subtitled 'Trading Standards Statistics 2007/08' as changes were made to the way measures were calculated throughout the life of NPF. Some Councils may experience difficulty in saving the template to their harddrive, due to your Council's internal IT restrictions with Excel files. If you have an option to disable Macros before saving this should overcome this issue. Should you find that you are still unable to save the document, or you find that you are not given the choice whether to Enable/Disable Macros, please contact your own IT department, which may have to temporarily change your personal security settings.

After saving your results please return them electronically to [npf@BERR.gsi.gov.uk](mailto:npf@BERR.gsi.gov.uk). The template will allow you to keep a track of your score throughout the year. If you have any further queries, that you find are not answered in the enclosed FAQs email [npf@BERR.gsi.gov.uk](mailto:npf@BERR.gsi.gov.uk)

The deadline for submission of data is **5<sup>th</sup> July 2008**.

## PERFORMANCE MEASURE 1 / 2 SURVEY QUESTIONS

The following questions are asked of consumers and businesses to measure the quality of service provided to them:

1. How satisfied were you with our overall level of service?
2. Did we give you information/advice that was easy to understand?
3. How informative did you find our staff?
4. Did we treat you fairly at all times?

**No score can be given if all 4 questions are not asked.** Authorities can add as many additional questions in their questionnaires as they like, for their own purposes, but only the standard questions (1-4) listed will be used for the measure.

### Measure Methodology

- Yes/No/ Don't know answers - a percentage score for each will be given e.g. Yes 78% No 21% Don't Know 1%.
- Graded responses (eg. from very satisfied to very unsatisfied) - **'Don't know' responses will be ignored.** This is to avoid these being included in the number of responses and biasing the result towards the lower end of the scale.

Each other response will be allocated a score ie. Very Satisfied 4/Fairly Satisfied 3/Fairly Unsatisfied 2/Very Unsatisfied 1 Or Don't Know 0. The total scores will then be added and divided by the number of responses (excluding don't know) to give an average. The measure will then give a score that characterises the response given by consumers/businesses e.g. the response given by consumers to the question 'How informative did you find our staff' gave an average score of 3.7 that was nearer 'very good' than 'fairly good' or 1.6 nearer 'fairly poor' than 'very poor.'

If a respondent has not ticked a box then this should be counted as a 'don't know' response.

## Survey Methodology

There is no set requirement on the numbers that should be surveyed as this will differ from one Authority to the next. However, you should be confident that they are representative of the consumers/businesses you come into contact with. For the purposes of benchmarking, we would recommend that this number be between 100 and 500. This is the number of those surveyed, not the number of respondees. You may choose a percentage of the previous year's visits/complaints to determine a suitable number of surveys to conduct over the year.

The surveys could be conducted by post, telephone, e-mail or other appropriate method. Authorities should attempt to obtain the best response possible. In general, personal contact, for example by telephone, elicits a greater response.

It is important to conduct the survey while it is fresh in the mind of the consumer/business, within a short time of contact ending, therefore it is advisable to survey throughout the year, rather than survey all respondents at the end of the financial year, as some respondents may receive the survey up to a year after their contact with the Authority.

**Tip: Some Councils have found that there is a better level of response where questionnaires have been left at the businesses by the inspecting officer, with a pre-paid envelope.**

The survey questions are aimed at ALL businesses, including Animal Health, and consumers that have contacted the service or been contacted by the service and are recorded on office systems. It would include businesses subject to formal or informal action (for example prosecution or a caution).

## How is it calculated?

The Excel spreadsheet will calculate this for you upon entering your data. An example calculation for Performance Measures 1 and 2 is shown on page 21.

## PERFORMANCE MEASURE 3

### Aim of Measure

This is intended to measure compliance and effectiveness of enforcement activity, in line with LACORS February 2004 guidance on risk assessment definitions.

This table is designed to measure all activity by the Trading Standards Department, **with the exception of Animal Health**. It would therefore include functions relating to food where they are included in the functions the Trading Standards Departments perform.

A business can **only be recorded once** in one of the tables (Inspection **OR** Other Enforcement Activity). Recording the business twice is what can lead to the combined score at PM3 showing in excess of 100% of businesses visited in the combined score. The tables record the result of all contact with that business within the reporting year. It is the combined score that is used for the CPA measure.

We understand that some Trading Standards Departments have avoided conducting visits towards the end of the financial year as they may find it difficult to bring any non-compliances back into compliance by 31<sup>st</sup> March. The standards were not intended to reduce or skew enforcement activity, therefore to take into account the time that it may take to bring a trader back into compliance, for the purpose of the Performance Measures 3 only, you may consider a trader as being brought back into compliance if you rectify any non-compliances by 30<sup>th</sup> June. See page 12 & FAQ 18 for guidance on when a business is deemed to be compliant.

If you visited a trader before 31<sup>st</sup> March this would go towards the 2007/08 return. If you found no non-compliance or a minor non-compliance, the trader would be considered as compliant. If you found a major non-compliance then you would have until 30<sup>th</sup> June to re-visit that trader to check whether they were now compliant.

**Example** - To use an example of a supermarket, it would be recorded as one business in table (a) Inspection if it was the subject of a full inspection. At the end of the year that supermarket would be said to be compliant if there were no outstanding Trading Standards issues you were aware of. For example the scales given a notice had been repaired; a revisit had confirmed they were no longer selling cigarettes to children. If not included in table (a), because there was no inspection, it could be included in table (b) if it were the subject of a specific project e.g. fireworks. Again the business would only be compliant if it didn't sell fireworks to children or a subsequent revisit confirmed fireworks weren't sold to children at the time of the revisit.

If you conducted a full inspection AND visited the premise on other occasions eg. fireworks, underage TPs, it would still only be counted once. It is always recorded as an 'Inspection' visit if you have done both. Whether you visited the premise a dozen times for various reasons, it would still be recorded as one visit. It is important to stress that for Performance Measure 3 we are interested in knowing the percentage of businesses visited NOT the number of times you have visited each premise - this is recorded in Contextual information only.

**The golden rule is that a premise can only appear in one table. 'Inspection' takes precedence over 'Other Enforcement Activity (OEA)'.**

## PERFORMANCE MEASURE 4

### Aim of Measure

Developing and training staff to ensure that they have the skills required to deliver the service.

For Staff directly involved in delivering the Trading Standards Service

<b>Percentage of staff who undertook some TS professional development in the last year</b>	Count "Qualifying Activities" as defined in TSI's CPPD <u>Handbook</u> , April 06 (pg 6) e.g. DCA, distance learning, in-house and TSI branch training directly relating to TS functions.
<b>Average number of hours of training per officer on professional development</b>	Give figure for all staff attending qualification or profession related training as above. Calculation: total number of hours of training divided by number of staff eligible, whether participating or not.

For TSI's CPPD Handbook go to Qualifications at Trading Standards Institute's website or the direct link -

<http://broadcast.tradingstandards.gov.uk/docimages/152661/cppd3.pdf>

Staff directly involved in delivering the Trading Standards service should include all members who are Trading Standard Officers, Enforcement Staff, Consumer Advisors, Technical Assistants and Students who are involved with service delivery (in line with CPPD). This is to determine the level of training relating to service delivery.

For All Staff Involved in Service Provision

<b>Percentage of staff who undertook other skills training in the last year</b>	For example, IT training, management training and other training not counted above. This is intended only as an indicator of the proportion of staff who undertook some skills or developmental training.
<b>Average number of hours per officer spent on other skills training</b>	Give a figure for all staff attending skills training. Calculation: total number of hours of training divided by number of staff eligible, whether participating or not.

For 'All staff involved in Service Provision' include Trading Standards Managers, administrative, clerical and secretarial staff as well as the staff outlined above as directly involved in delivery of the service.

## CONTEXTUAL INFORMATION RETURN

### Fair Trading, Safety and Metrology

#### C.1 Measuring Compliance with Fair Trading and Safety

Give the total number of inspections **and** other enforcement activities carried out within the year where non-compliance was noted in each category. You may count multiple inspections. Therefore any contact with the business where non-compliance (ie. major infringements only) was noted should be recorded.

#### C.2 Measuring Compliance of Weighing and Measuring Equipment

This measures the inspection of weighing and measuring equipment and it's accuracy.

#### C.3 Measuring metrological compliance in transactions

This information is requested to establish inspection levels, in addition to the accuracy of the weighing equipment.

### Definitions

**Business** - apply the same definition as outlined in the business compliance measure. Include businesses where they operate from a vehicle, but not when the vehicle is merely delivering goods which have been ordered, even if payment is made on delivery. Coal hawkers, paraffin vendors and mobile shops, which regularly operate within an authority's area will count as individual businesses.

**'Number of Businesses liable to Inspection'** means those due for Inspection in the reporting year under the LACORS Scheme for Risk Assessment 2004. It will include all businesses, selling goods by weight, number or volume classed as 'High Risk' and those in lower risk categories due for a visit during the reporting year. The 'risk assessment' referred to is not one done specifically for this component, but done under the scheme in general.

### Types of Business

This table is designed to determine metrological compliance in respect of goods sold by weight, number or volume.

Each business should be counted under only one of the categories below. The purpose of the measure is to determine metrological compliance of a business in relation to goods sold by weight, number or volume. A business will only be counted as 'compliant' in the third column if you are not aware of any area of metrological non-compliance in relation to such goods at the reporting year end. For example, if a packaging plant is visited and non-compliance is found, that business can only be recorded as compliant if a revisit determines it is so compliant.

A 'business' is an individual outlet. Therefore each separate premise of a chain store can be recorded and a chain store that has a petrol station can be regarded as two separate premises. In this case the store would be a 'Retail Outlet' and the petrol station a 'Business selling bulk products by weight/volume'. A bakery within a retail store will also be counted as a separate premise.

As the table is only concerned with significant metrological risk some items will be excluded. For example when assessing metrological risk at a supermarket tinned goods and most goods packed elsewhere, though sold by weight, are excluded. These will have been caught elsewhere under the category 'Packaging Plants' or 'Importers of Packaged Goods'. However, items such as eggs and fresh foods pre-packed on the premises or elsewhere should be included.

### **Packaging Plants**

Include here large packers, small packers and other premises previously considered under this heading for completing s.70 returns. A small baker would be classed as a 'Retail Outlet' unless baking was carried out for sale in other business premises in which case it would come into the definition of a 'Packaging Plant'

### **Importers of Packaged Goods**

For example, a wine importer. Retail outlets are not classed as importers of packaged goods. Goods will be tested at the wholesale level.

### **Businesses selling bulk products by weight/volume**

For example, Coal Merchants, Builders Merchants selling bulk sand ballast etc. and oil tankers. In the case of Oil Tankers a fleet of tankers under the same logo is counted as ten businesses. If 10 tankers of a business were tested and one found to be delivering short measure, the nine businesses are counted as 'compliant' The tenth could be recorded as compliant if it were re-tested and found to be compliant before the end of the recording year.

### **Retail Outlets**

Include supermarkets, hardware stores and large DIY stores. If bulk products are sold and compliance is tested this should not also be recorded in the category, 'Businesses selling bulk products by weight volume'. Retail outlets include service premises such as pubs, hotels etc.

## DEFINITIONS

**'Business'** - defined as an individual or organisation acting in the course of business or profession. Where two or more businesses operate from the same address, count each business individually, even though they are co-located. Supermarkets that have filling stations can be recorded as two separate premises.

**'Inspection'** - defined as a visit to a premise to determine overall business compliance in all relevant areas of Trading Standards Law with the aim of assessing all major risks. This would include planned and unplanned inspections, so for example it would include a complaint visit that resulted in an inspection. Surveys such as those focusing on, for example, underage sales of cigarettes or food sampling should be excluded, but could be recorded as 'Other Enforcement Activity'.

**'No of businesses assessed as high risk'** - the total number of each category in the area, not the number you visited.

**'High Risk', 'Medium Risk', 'Low Risk'** - definitions can be found within LACORS 'Guidance on Risk Assessment' introduced in February 2004.

**'Other Enforcement Activity'** (as used in table 3(b)) - anything other than a full inspection which allows the Authority to gauge the risk of a business. The list below provides some examples but is not exhaustive:

- ❖ Test purchasing and/or sampling of any products. This may be in/formal sampling; un/announced visits; relating to products that may or may not be caught by product-specific laws eg. Toy Safety Regulations.
- ❖ Project work where a specific hazard is investigated, e.g. for example a project on car mileages at garages where businesses are selected by random or by previous history.
- ❖ Virtual Inspections – evaluation of information by businesses for compliance checks where there is no traditional 'premises' e.g. Internet businesses, mail shots, mail order, telesales, where the trader's activities are monitored for compliance and test purchases may be made
- ❖ Business Assessment Visits – actual visits by non-enforcement staff or inspectors employed by other agencies, where they assess compliance against a checklist, provide basic information advice, correct minor non-compliances and refer major non-compliances for enforcement staff to handle eg. Retail Enforcement Pilot
- ❖ Approved Trader Schemes – where businesses are initially assessed against set criteria and commit to meeting those so as to remain part of the scheme and where reports of non-compliance eg. consumer complaints, are checked.
- ❖ Audits by the trader's Trade Association, if that Association's Code has been approved by the OFT or another Government body
- ❖ Other actions that encourage compliance and reduce risk of detriment to consumers

**Advice leaflets** - We do not consider that simply sending out Advice leaflets to businesses in itself could be considered as an Other Enforcement Activity, as it does not risk-assess the business.

**'No. of businesses found to be compliant on first visit or during 'other enforcement activity'** - A business is not compliant on the first visit where a 'major infringement' occurs.

**'Major infringement'** is where a visit or 'other enforcement activity' results in either: - the discovery of a matter that poses such a risk of serious or irreversible damage to the safety or economic interests of consumers or other businesses that it requires immediate corrective action

OR

the issue of a written warning/caution/suspension or prohibition notice including the issue of a written warning and advice left at the time of the visit. This would include the issue of a notice or warning letter by the inspecting officer.

**AND**

in either instance **requires follow up action** to determine whether appropriate action to correct the infringement has taken place or further enforcement action is required"

If there is no infringement as defined above the business is considered as compliant for the purposes of table 3(a) ('Inspection') and (b) ('Other Enforcement Activity')

Therefore, even if a written warning was left with a trader if you feel that it does not warrant a further visit this would be considered to be a Minor infringement.

**'Minor infringement'** is where there is a minor breach of legislation not falling within the definition of a major infringement above. The business will be considered compliant and so recorded in column (c) on either table 3(a) or (b). Where continued minor infringements are such as to cause the issue of a notice or other warning of prosecution, such infringements together fall into the definition of a 'major infringement'.

**Prosecutions / PNDs / Licensing Action / HOCs / Voluntary seizure** (surrender of goods by the trader)

If you found a major non-compliance and took the decision to take further action, it is considered that you have brought the business back into compliance for that year:

- ❖ at the point that a Senior Officer (not associated with the case) takes the decision to prosecute or to pursue licensing action;
- ❖ the date a Fixed Penalty Notice (PND) is issued (whether this is issued to the Company or an individual seller);
- ❖ the date a decision is made to send a Home Office Caution to the business
- ❖ the date goods are surrendered by the trader

In respect of warnings not issued at the time of the visit or by the inspecting officer, a '**written warning**' is one sent by a senior officer other than the investigating or inspecting officer. Note that the issuing of in/formal written warnings do not count as bringing a trader back into compliance as it was felt that there was too much variance between TSSs in terms of when such warnings are used and whether follow-up action occurs. A '**caution**' is a formal caution issued in accordance with [Home Office Circular 30/2005](#), which replaced Circular 18/1994.

You may discover that further formal action does not rectify the trader's behaviour in that year, however this measure is interested in the steps taken by the TSS to try to bring the business back into compliance and so the above mentioned actions will satisfy this.

## FREQUENTLY ASKED QUESTIONS

	<u>PAGE</u>
General Questions on NPF and CPA	14
Satisfaction Survey	16
Questions on Performance Measures 1 And 2	17
Questions on Performance Measure 3	17
Questions on Performance Measure 4	19
Questions on Contextual Information	19

### General Questions on National Performance Framework

- 1. Where can I find last year's NPF results?**  
This is available from <http://www.BERR.gov.uk/files/file35993.pdf>
- 2. Where can I find more information about the Comprehensive Performance Assessment (CPA)?**  
Further information and the previous CPA scores for every Council in England can be found at <http://www.audit-commission.gov.uk/cpa/>  
The CPA standards relevant to Trading Standards can be found in Appendix 1 of CPA –The Harder Test 2006 available at [www.audit-commission.gov.uk/cpa/stcc/downloads/STCCServiceAssessments.pdf](http://www.audit-commission.gov.uk/cpa/stcc/downloads/STCCServiceAssessments.pdf)
- 3. My Authority is taking part in the Retail Enforcement Pilot. How will the NPF take this work into account?**  
TSSs taking part in the Retail Enforcement Pilot will still make NPF returns to BERR, however consideration will be given for the fact they are undertaking a pilot. We do not expect the pilot to materially reduce the number of inspections they undertake for NPF purposes, however should this become an issue, the Audit Commission will consider using that Authority's previous year's score to form part of their Council's overall CPA score.
- 4. What sections of CPA does the NPF scores contribute towards?**  
Your NPF scores are recorded against CPA standards E30-33.
  - E30 Consumer satisfaction with trading standards service
  - E31 Business satisfaction with trading standards service
  - E32 Trading standards, visits to high risk premises
  - E33 Trading standards, levels of business compliance, high-, medium- and low risk premises

**5. Our Authority is intelligence led. Why are we being measured on routine visits?**

The National Performance Framework measures the effectiveness of enforcement activity of a Trading Standards Service in relation to contacts with business. This may be as a result of a visit to a high risk business or due to a complaint or intelligence of a problem. The PM3 will be calculated by combining the two tables 'inspection' and 'other enforcement activity' and will therefore measure non-routine activity aswell.

**6. Are all Trading Standards authorities required to adopt the NPF and to send in information returns?**

Returns to be submitted under the Contextual Data section of the NPF replace the data required to be reported to the Secretary of State under s.70 of the Weights and Measures Act 1985. Although the other sections are not a statutory requirement, the NPF provides TSSs with a great opportunity to enhance their profile, both locally and nationally. For English Authorities, your Councils rely on your performance to obtain a good CPA score.

**7. Is Animal Health included in the return?**

Following discussion with Local Authorities, BERR and DEFRA decided to exclude Animal Health from the data collected for the NPF PM3 (you can survey Animal Health businesses as part of PM2). This was due to the introduction of a risk assessment scheme for animal health premises which was considered would greatly increase the number of high risk premises and may have introduced difficulties in performance comparison. Therefore enforcement and contacts relating to Animal Health should not be included in your return. Agriculture enforcement remains included in the performance measures and the contextual information return.

**8. How should I make my Performance Measure/Contextual Information returns for 2006/7?**

Electronic Templates are available on [www.BERR.gov.uk/files/file35997.xls](http://www.BERR.gov.uk/files/file35997.xls) and should be returned electronically to [npf@BERR.gsi.gov.uk](mailto:npf@BERR.gsi.gov.uk)

**9. What is the deadline for submission of data?**

5<sup>th</sup> July 2008. If you think you will have difficulty meeting the deadline please contact BERR by email: [npf@BERR.gsi.gov.uk](mailto:npf@BERR.gsi.gov.uk).

**10. Will individual results from each authority be published?**

As with last year, the results will be listed alphabetically by Council type and shown on our website. The data from English authorities used for CPA will be sent to the Audit Commission by BERR.

**11. Why do my CPA and NPF scores differ?**

It is the **combined** scores in PM3 that are used for the purposes of CPA.

**Questions on Satisfaction Survey**

**12. What is a businesses contact for the purpose of the satisfaction survey?**

This is any business contact, whether those businesses that have contacted the local authority for advice or those that you have had contact with through enforcement/visits. It would include businesses subject to formal or informal action (for example prosecution or a caution).

**13. How many consumers/businesses should we survey?**

There is no set requirement on the numbers that should be surveyed, as this will differ from one Authority to the next. However you should be confident that they are representative of the consumers/businesses you come into contact with. For the purposes of benchmarking, we would recommend that this number be between 100 and 500. This is the number of those surveyed, not the number of respondees. If the authority wishes, there is no objection to surveying more clients.

### Questions on Performance Measures 1 and 2

- 14. Our authority wants to use extra questions in our customer satisfaction surveys. Can we do this?**

Yes. There is no problem in using additional questions. However they will not be used as part of Performance Measure 1 or 2.

- 15. What happened to questions 5-8 in Performance Measures 1 and questions 5-10 in Performance Measures 2?**

Due to problems with Authorities not asking all of the set questions in 2005 we now base the returns upon responses to Questions 1 to 4 and we have chosen to continue that for this year.

### Questions on Performance Measure 3

- 16. Why does my score show in excess of 100%?**

The likely cause is that you have recorded an inspection in table (a) and an Other Enforcement Activity in table (b) of Performance Measure 3 for the same premise. For Performance Measure 3 we are interested in knowing the percentage of businesses visited NOT the number of times you have visited various premises. If any premise has been recorded in table (a) it should NEVER be recorded in table (b) aswell.

- 17. Some businesses have moved between risk assessment categories this year. In Performance Measure 3, it asks me to fill in 'No of businesses being assessed as high risk.' When should I take this to be?**

This is a 'swings and roundabouts' issue. Whatever date you take some businesses will have moved from the 'Medium' to 'High' category and vice versa. It is recommended that you consider the businesses considered 'high risk' at the end of the year (31<sup>st</sup> March) and work back. Thus you'd look back to see whether there had been an inspection or OEA relating to that premise during the year. Again if you haven't done it this way it's unlikely to affect the measure. Some inspection visits to 'High Risk' premises will not be recorded where the premise has moved down to medium risk. However, this is unlikely to be significant and is the same for all authorities.

**18. In Performance Measure 3, what happens if a business is found to be compliant on first inspection/OEA but then non-compliance is discovered later on in the year?**

Once a business is found to be compliant on first inspection and recorded in column (c) of table 3 (a) or (b) it is disregarded for the rest of the year. A business can appear in column (c) 'compliant on first inspection' or column (d) 'No of Businesses brought to a state of compliance by the end of the year' where it was not compliant on first inspection but was at the last inspection/OEA before the year end. The business cannot appear in both columns.

Examples – See Below

- Premise A is inspected and found to be compliant (No major infringements) on first inspection. Later in the year a complaint about Premise A reveals a major non-compliance – Record in column (c) as compliant on first inspection.
- Premise B is inspected and a major infringement is found. Following a notice issued a revisit confirms compliance in this and no other major infringement comes to your attention. Action has rectified the infringement – Record in column (d) as 'brought into a state of compliance by the end of the year'.
- Premise C is inspected near the end of the year and a major infringement is found. That is not rectified by the year end – Not recorded in either column (c) or (d) as fits in to neither category.

**19. Doesn't Performance Measure 3 miss out some of the work that we do?**

Some of the work will not be recorded. However, it is not likely to be a significant factor in the measures. The alternative involves double counting and, as an example you could end up with a figure for 'Total Number of Businesses Compliant' in excess of 'Number of Businesses assessed as high risk' which would make a nonsense of the results.

### Questions on Performance Measure 4

**20. Why is Performance Measure 4 used?**

Business is changing very fast, partly as a result of new technology. Legislation and working practices are also changing. As part of a commitment to improving potential in the workplace, BERR wishes to ensure that Trading Standards are kept up to date with the rapidly changing work environment.

**21. Do internally run courses count in Performance Measure 4?**

Yes, any course that adds to professional development i.e. related to trading standards would be recorded in the first two boxes. Any other training, for example on an IT update of a word processing program would be recorded in the second boxes. See "Qualifying Activities" as defined in TSI's CPPD Handbook, April 06 (pg 6) for further guidance on professional development.

### Questions on Contextual Information

**22. What is the purpose of Contextual Information Return item CIR.1, 'Measuring Compliance with Fair Trading and Safety'?**

BERR wishes to find out trends in enforcement and non-compliance. From these figures BERR can compare how much work is being directed in particular areas for example, how many inspections /enforcement activities on credit compared to Trade Descriptions – note, this is not simply the Trade Descriptions Act but all legislation relating to descriptions of goods and services. Over time it can be seen whether activity in one area of work is increasing compared to another.

**23. What do the categories 'other' record in the table in item CIR.1, 'Measuring Compliance with Fair Trading and Safety'?**

As far as Fair Trading is concerned, 'other' means items such as inspections or other enforcement activity relating to items such as the Consumer Transactions Restrictions on Statements Order or Estate Agents Act. These can be distinguished from actions recorded in the 'Trade

Descriptions' category itself where consideration of goods and services under the Trade Descriptions Act 1968 are recorded.

In relation to Safety, the category of Product Safety is concerned with the safety of products themselves. Thus an inspection of a petrol station would not usually be concerned with the safety of the product itself. However it could be a licensing visit concerning the safety of the storage of the product, in which case it would be recorded as 'other' under the safety heading. There are likely to be few Safety 'Inspections' or 'Other Enforcement Activity' that are not recorded as 'product safety' or 'Underage Sales'

**24. Inspections often cover more than one category in table CIR.1 'Measuring Compliance with Fair Trading and Safety'? How should that be recorded?**

A visit to a large supermarket is likely to cover issues of Trade Descriptions, Pricing, Credit and Product Safety. It is possible there is non-compliance in more than one category. Each category of non-compliance should be recorded. If at another time of the year a visit records non-compliance in underage sales, that also should be recorded. It is not inconceivable a business could be recorded in every category.

**25. My question doesn't appear here. How can I get more help?**

If you have any further queries please email [npf@BERR.gsi.gov.uk](mailto:npf@BERR.gsi.gov.uk)

**Example calculation for Performance Measures 1 and 2**

One hundred and forty people responded to the consumer satisfaction survey. The results – with respect to questions 1-4 of the survey were as follows.

**Q1 How satisfied were you with our overall level of service?**

Very satisfied	54
Fairly satisfied	62
Fairly dissatisfied	18
Very dissatisfied	3
Don't know	3

**Q2 Did we give you information/advice that was easy to understand?**

Very easy	48
Fairly easy	60
Fairly difficult	24
Very difficult	5
Don't know	3

**Q3 How informative did you find our staff?**

Very informative	58
Fairly informative	60
Fairly uninformed	18
Very uninformed	1
Don't know	3

**Q4 Did we treat you fairly at all times?**

Yes	130
No	10
Don't know	0

The "don't knows" are discounted and the results tabulated below.

	Most favourable response	→	←	Least favourable response	Total
1	54	62	18	3	137
2	48	60	24	5	137
3	58	60	18	1	137
4	130			10	140

The first step is to use the raw data from each of the questions to calculate the percentage of respondents answering in each category. For example 54 out of 137 respondents were very satisfied with the overall level of service (question 1), representing 39.4% of those surveyed.

	Most favourable response	→	←	Least favourable response	Total
1	39.4	45.3	13.1	2.2	100
2	35.0	43.8	17.5	3.7	100
3	42.3	43.8	13.1	0.8	100
4	92.9			7.1	100

The next step is to weight the responses, giving more weight to the more favourable responses. Multiply the percentages in the above table by the following weighting factors to give the final scores in each category. The least favourable response always gets a weighting of zero, the next 1 and so on.

	Most favourable response	→	←	Least favourable response	Total
	Weighting = 3	Weighting = 2	Weighting = 1	Weighting = 0	
1	118.3	90.5	12.9	0.0	221.7
2	105.1	87.6	17.5	0.0	210.2
3	127.0	87.6	13.1	0.0	227.7
	Weighting = 1			Weighting = 0	
4	92.9			0	92.9
					752.5

Express the final total (752.5) as a percentage of the maximum possible score – i.e. if 100% of respondents had given the most favourable response (100 \* 3 for each of questions 1-3 and 100 \* 1 for question 4 = 1000).

So  $752.5/1000 * 100 = 75.3$