

Continuing to Protect the Public and Support Businesses in the Cost of Living Crisis

The Impacts and Outcomes of Local Trading Standards Services in England and Wales in 2022/23

The Association of Chief Trading Standards Officers (ACTSO) created the Impacts and Outcomes Framework in 2018/19 to provide national data for England and Wales on work done by local authority Trading Standards Services. This is the fifth report and this document contains a summary of the of highlights of work done in 2022/23.

This year, across all areas of work, the risks associated with of the cost of living crisis on consumers and businesses is apparent. The need for effective business advice and a level playing field for legitimate businesses is going to be crucial to keep them afloat in difficult times. Risks to consumers around the safety of cheap or illicit goods and false claims relating to prices, costs and energy efficiency are growing and the impact of losing money to scammers is bigger than ever.

In 2022/23 local Trading Standards Services have:

- Prevented almost **£1.03 billion** of detriment, equating to **£9.60** saved for every **£1** spent
- Saved scam victims almost **£70 million**
- Provided over **21,500 hours** of advice to businesses through primary authority partnerships, a decrease of 18% from last year and 36% lower than pre-pandemic levels
- Seen an increase in demand for the service compared to last year and 22% higher than 2019/20
- Carried out over **65,000 compliance checks** to ensure businesses meet their legal responsibilities and to provide them with advice on site

TACKLING DETRIMENT AND PREVENTING HARM

One of the key functions of Trading Standards is to prevent consumer and business detriment (financial and non-financial), tackle the criminal behaviour that leads to it and support victims. The Government's 2022 Consumer Protection Study estimated that there was **£54 billion** in unaddressed detriment across Great Britain.

Key statistics for 2022/23 included:



Over **708 defendants** were prosecuted



Local authority Trading Standards provided support to almost **14,500 scam victims**



Prison sentences of over **326 years** were handed down. This includes both immediate and suspended sentences



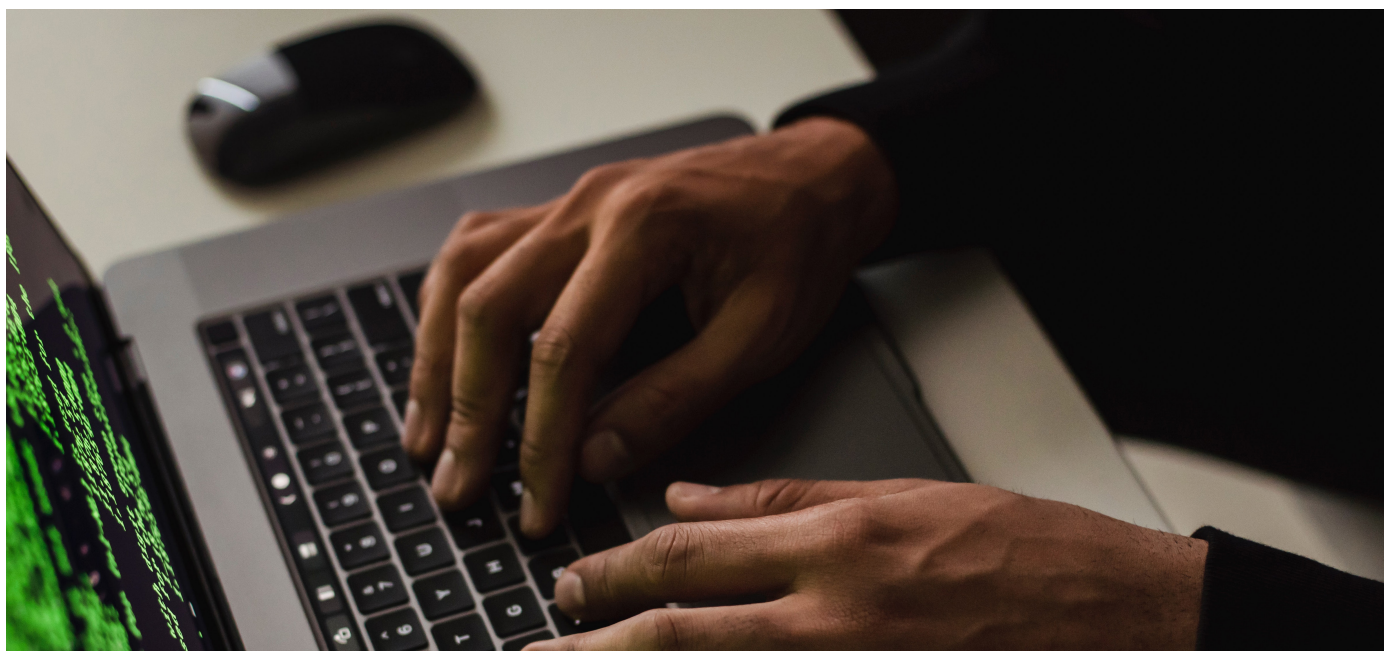
Work to disrupt mass marketing fraud mailings, stop outgoing payments, mail etc **saved consumers about £70 million**



Defendants were ordered to pay almost **£6.8 million in Proceeds of Crime**



Over **£3.7 million compensation** being awarded to victims by the courts



SUPPORTING THE LOCAL ECONOMY

Businesses have always needed advice and support from Trading Standards to help them navigate the range of laws that ensure they trade fairly and their products are safe. This year, as businesses continue to recover from the impacts of Covid, and face supply chain and energy cost issues, the ability to access the correct advice and have confidence has never been more important.

Key statistics for 2022/23 included:



Responded to almost **21,000 requests** for advice from businesses that were not part of the Primary Authority scheme, similar to pre-pandemic levels.



Over 65,000 **visits were carried out to businesses to ensure they comply with the law and provide advice** to help them fix any non-compliance



Almost **27,000 businesses were subject to an intervention**, such as advice, investigation or referral



Over **10 million counterfeit products with a market value of £362 million**, which breach the intellectual property of legitimate businesses, were seized

PROMOTING HEALTH AND WELLBEING

Trading Standards undertake a wide range of activities to protect and promote the health and well-being of local communities including ensuring that products people buy are safe, that food is correctly labelled, and that the health and welfare of livestock is assured.

Age restricted products, including vaping products, tobacco, alcohol, and knives, are also a significant area of focus for many authorities. Trading Standards enforce and advise on a very wide range of age restricted sales legislation to help to keep young people safe.

Key statistics for 2022/23 included:



Nearly **4.9 million unsafe or non-compliant products were seized or removed from the market place** following Trading Standards' interventions.



The **savings to society**, in terms of product value and injuries and fires prevented, is over **£180 million**.



Over **9,000 businesses** were identified as **supplying food that was misdescribed, did not correctly declare allergens, contained toxic or illegal components or was involved in food fraud**. This was a **31% increase** on last year.



Over **6,300 businesses** were found to be in **breach of animal health and welfare legislation**.



Over **2,100 premises** were tested for **alcohol sales**, the average failure rate was **22%**



Over **755 premises** were tested for **tobacco sales**, the average failure rate was **18%**



Over **3,200 premises** were tested for other products, including vaping products, the average failure rate was **27%**



Almost **14.3 million illicit cigarettes** were seized, worth an estimated **£6.3 million**



Over **3.2 tonnes of illicit hand-rolling tobacco** were seized, worth almost **£1.3 million**

SUPPORT FOR ENVIRONMENT AND NET ZERO

The Net Zero and Climate Change agenda are becoming more important each year, with the majority of local authorities seeing this issue as a key corporate priority.

Claims associated with energy usage and energy efficiency are going to be a real marketing point as energy costs rise so quickly and households will be looking to save money. More broadly "greenwashing" and green claims have become a concern and the Competition and Markets Authority issued a report on this.

There is no separate data collected on Trading Standards work to support this agenda, they will be included within the compliance checks, business advice and prosecution figures in the above figures.

COST OF LIVING

The continuing cost of living crisis has been a major influence on all of the work done by Trading Standards. In some localities specific projects have been undertaken to address issues such as pricing on groceries, accuracy of fuel deliveries and extra support to consumers who have been ripped off.