

Rick Hughes
Trading Standards & Community Protection Manager

Young Persons Survey & Age Restricted Goods

Working for a *brighter future*  together



Functions and responsibilities not exclusive, multi-disciplined Trading Standards Team

Trading Standards & Community Protection

Trading Standards / Community Protection and Investigations Team

- Consumer and business fraud
- Fair Trading
- Doorstep crime / rogue trading and rapid response
- Intellectual Property & Informal Economy
- Copyright, Designs and Patents
- Scams and mass marketing
- Illegal Money Lending
- Illicit goods, tobacco & alcohol
- Age Restricted Goods / Underage Sales
- Priority and prolific offenders
- Digital Forensics

Trading Standards (Business Support and Compliance) Team

- Food and Feed Standards (inc. Food Fraud)
- Petroleum Licensing
- Explosives Licensing
- Event Safety and Safety of Sports Grounds
- Metrology
- Product Safety
- Business Improvement Schemes (Buy with Confidence/ Golden Spanner)
- Primary Authority
- Consumer Advice (as per reduced protocol)
- Business Consultancy
- Fair Trading
- Sunday Trading
- Estate Agency

Financial Investigations

- Financial Investigations
- Proceeds of Crime and Recovery of Criminal Assets
- Money Laundering
- Confiscation and Detained Cash Investigations
- ARIS investments

CCTV

- 24/7 365 monitored service
- Operational and technical Support
- Out of Hours and Emergency Response
- CCTV systems and alarm monitoring / design
- Deployable cameras
- SCOOT shop and pub watch radio links
- Panic Alarms & Lone Workers
- Telecare Systems
- Airwaves Radio
- Road safety
- Specific Point of Contact Code

Team Business Support

- Admin and Operational Support
- Financial processing

• Inspections and market surveillance

- Complaints/Investigations & case management
- Projects, education & awareness and initiatives
- Data and intelligence analysis and support
- Websites, social media, open source and online

Group Manager

- Deliver efficient, effective and co-ordinated services and best practice through its functions and drive continuous improvement
- Delegation of powers / constitution / administration of cautions / instruct legal proceedings / Authorising Officer etc.
- Statutory responsibilities inc;
- Chief Weights & Measures Inspector (Metrology qualified)
- Senior Authorising Officer (Proceeds of Crime, Financial Investigations and legal instructions/proceedings)
- Senior Responsible Officer – CCTV (PoFA)
- Trading Standards North West Executive
- Association of Chief Trading Standards Officers
- LAEMS/Food Standards Responsible Officer
- RIPA/IPA and surveillance trainer
- Data protection and risk management
- CCTV technology and compliance
- Case Management Systems
- Enforcement policy, regulators code, service policies and procedures
- Manage inspection regimes, operational interventions and enforcement activities
- Tasking and co-ordinating
- National Anti-Fraud Network Authority
- Strategic intelligence and problem profiles
- Strategic planning and priorities (National, Regional and Local)
- Financial processing, scheme of delegation, resources, income and budgets
- Service contracts, memorandum of understandings, contracted and commissioned services, FOI and DPA responses
- Business planning, performance reporting and customer satisfaction
- Leadership & management, recruitment, HR, meetings, service complaints etc.
- Project management
- Workforce development/Apprenticeship
- Stakeholders, members and partner management
- Expert advice and support to senior/corporate management
- Media and press





2023/24 Product Priorities

- Alcohol
- Tobacco, including illicit tobacco (cigarettes, pouches)
- Vapes
- Knives
- Corrosive Substances





- Consultations –
- legislative changes
- Partnerships
- Focus Groups
- Proceeds of Crime

Current Landscape and Recent Actions

- 52 test purchases 2022/23 in Cheshire East
- Alcohol – 28% failure rate
- Tobacco and Vapes – 31% failure rate
- Other products – 28% failure rate



- Intelligence on alcohol sales increased
- Disposable vapes 70% of intelligence/complaints

Directors of Public Health in Cheshire and Merseyside condemn harmful disposable vapes and “disgraceful” targeting of children by tobacco companies

Disposable vapes should be banned to protect children, UK paediatricians say

Single-use e-cigarettes growing in popularity among young people despite unknown health effects and environmental impact

Urgent call to ban disposable vapes after NHS data reveals one-in-five children smoke e-cigarettes

Vapes – what else?

- Advertising and marketing – ASA



Vapes contaminated with a flesh-eating horse tranquilliser is found in the UK as health chiefs issue warning to clinics

- The drug, called Xylazine, could kill users and cause skin and tissue necrosis
- Lithium batteries / copper
- Release metals, battery acid and nicotine
- Can recycle disposable vapes because they're classified as Waste Electrical and Electronic Equipment (WEEE)



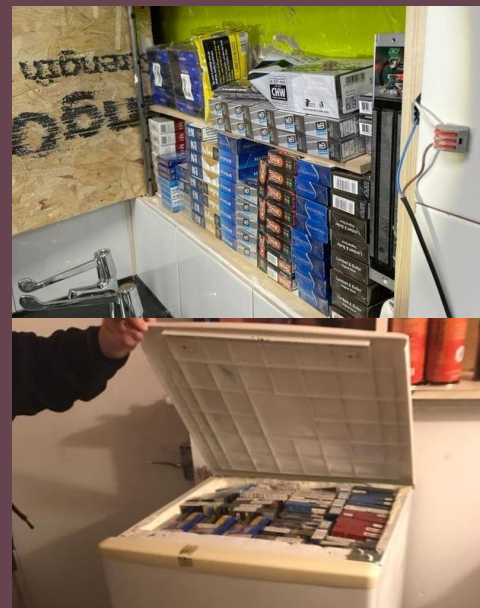
Tobacco





Hide and Seek

- False boiler
- Lottery stand
- Under floorboard
- False boarding
- Bird feed
- Freezer
- False walls
- Hoovers
- Ceiling panels



Deadly fake vodka made from anti-f Macclesfield convenience store handed closure order in a first for Cheshire Constabulary

A convenience shop in Macclesfield which repeatedly served under-age teenagers alcohol and cigarettes without checking ID has been closed down thanks to the work of officers.

On Wednesday 15 July, officers from Macclesfield Local Policing Unit (LPU) were granted a closure order for A2Z Convenience Store on Sunderland Street.

This is the first closure order obtained by Cheshire Constabulary on a convenience store.

The order was applied for after officers gathered evidence and liaised with Cheshire East Council's Trading Standards service in relation to issues with teenagers being able to purchase alcohol and cigarettes at the site without providing ID.

warning over fake booze that can cause
blindness and death

Knives and Bladed Articles



Corrosive Substances

- Prohibits the sale and delivery of corrosive products to under 18s
- Certain restricted, regulated and reportable products
- Awareness and compliance project
- 'Acid attacks'
- Same controls as knives – retail and online
- Voluntary commitment for retailers



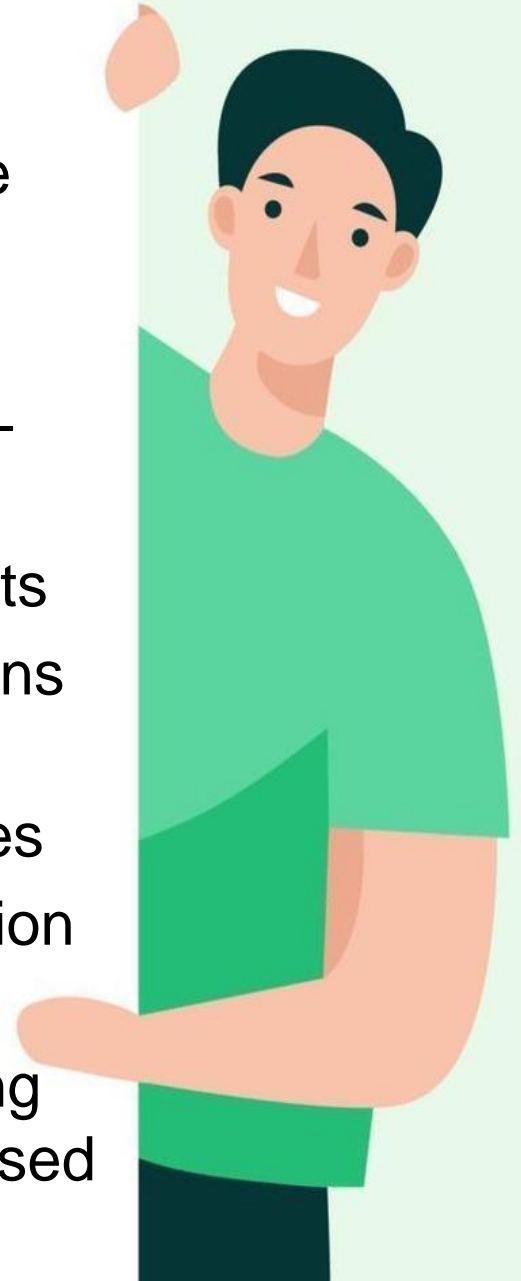
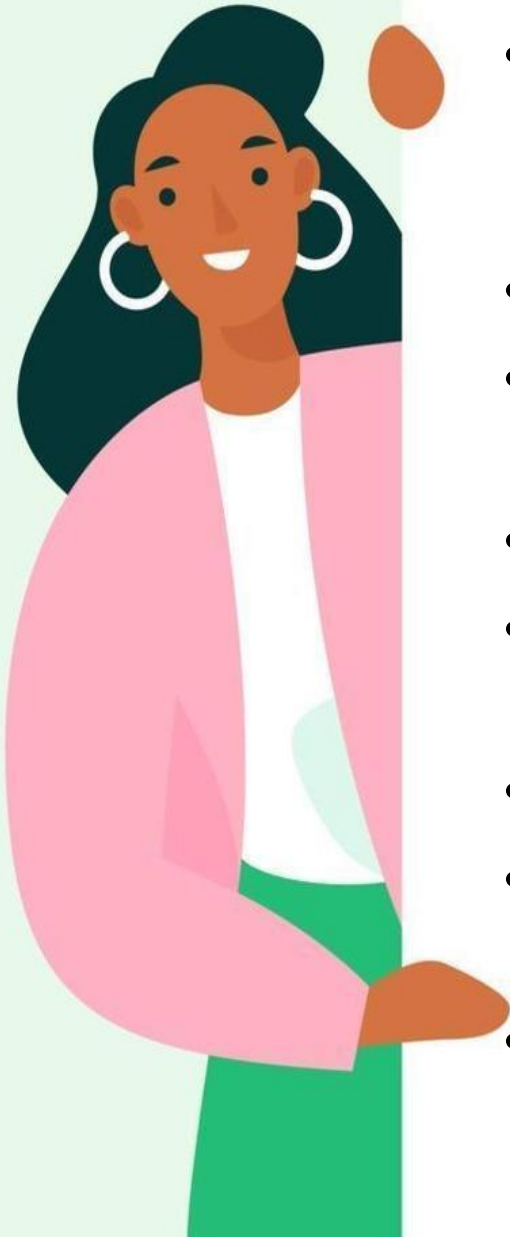
It is a criminal offence to sell corrosive products to a person under 18.



It is a criminal offence to deliver a corrosive product, or arrange for its delivery, to a residential address or a locker.

Young Persons Survey

- Annual Survey led by Trading Standards since 2005
- 14 – 17 year olds
- November to February – schools request
- Local and regional results
- Online and paper versions – mainly the latter
- 21 North West Authorities
- Informs intelligence, action and business planning
- Identifies trends including how products are accessed



Young Persons Survey



- Encouraged to be open and honest
- Completed by themselves
- 13,981 returns in North West this year
- 841 in Cheshire East this year
- Shared with Public Health, Comms Team, Strategic Boards, Intelligence Networks, CE Enforcement Group, SCEP and Police

Key insights – Local Results for Cheshire East

The percentage of 14-17 year olds in Cheshire East who drink alcohol remains low and relatively unchanged

- Levels of binge drinking amongst underage drinkers in the area have also stabilised.
- Young people are increasingly adopting a more sensible approach towards alcohol.
- There has been an increase in the percentage claiming to buy alcohol themselves, mostly from shops.
- A relatively high percentage of young people are drinking alcohol outside in streets and parks.
- Slight increase in young people not worried about long term health effects.
- Young people continue to drink alcohol mostly around their family, either at home or functions / special occasions.

Levels of tobacco smoking amongst young people in the local authority area continue to fall

- 6% of 14-17 year olds claim to smoke, the lowest level recorded.
- Additionally 8 in 10 young people claim to have never tried tobacco smoking.
- The majority claim to try or start smoking between the ages of 13 and 14.
- The mainly get their cigarettes from friends U18 and shops.

The percentage of young people in Cheshire East claiming to vape regularly has almost doubled since 2020

- 12% claim to vape more than once a week, compared to 7% in 2020.
- Increasingly they are trying vapes either before or instead of tobacco cigarettes.
- The flavours are a key factor in tempting young people to vape, and also in what they buy.
- The price being cheaper than cigarettes also a factor.
- More than 3 in 4 who have tried vaping have friends who vape.
- More likely to use e-cigarettes (disposables) 64% then e-liquids (Pod/tank designs)



Key insights – Local Results for Cheshire East

Levels of shisha use have fallen amongst 14-17 year olds in the local authority area

- The percentage claiming to have tried or use shisha has fallen from 20% in 2020 to 6% in 2023.
- Young people are most likely to try shisha when on holiday.
- Use is higher amongst BME groups, who are more exposed to it via family.
- Shisha is generally seen as less harmful and irritating than cigarettes.

Experiences of knives amongst young people in Cheshire East appear to have decreased

- 14% claimed to have witnessed an incident involving a knife, and 10% have considered carrying a knife.
- Although it appears it is becoming harder for young people to buy a knife.
- Slightly fewer young people in Cheshire East claim to have bought a knife but young people in the area are most likely to buy a knife from shops (e.g., local shops, supermarkets, discount stores, outdoor shops).
- The noise around knives generates concern for around 1 in 2 young people in Cheshire East, almost 10% lower than in 2020.

Understanding of legislation has not changed considerably

- Young people are less aware that it is illegal for someone over 18 to buy alcohol, tobacco, cigarettes and vapes for under 18s – 'Proxy Sales'.
- The percentage of young people claiming to have fake ID is relatively low (3%), but appears to be more prevalent amongst BME groups (7%).
- Young people in Cheshire East are slightly more likely to be asked for ID when buying alcohol than cigarettes or vapes.



Actions and Planning

- Informs the Trading Standards business plan
- Disseminate findings to forums and partners
- Targeted education, awareness, enforcement / compliance and lobbying for change
- Further actions collated from these presentations and discussions
- Collaborative working

Recent awareness session with schools

4 Primary schools / 6 Secondary

- Primary schools are reporting that they are seeing children accessing and sharing vapes – this is something they haven't seen before
- Secondary pupils don't see vapes as the same as cigarettes – less reluctant to hand in, and are smuggling in – view as foodstuff or chewing gum
- Schools are having to allocate extra staffing to monitor toilets – smoke alarms regular going off in toilets
- Vape alarms are being installed in toilets
- Schools are buying wands to scan pupils on arrival – pupils are learning how to hide so they are not detected by wands
- Local shops are displaying vapes near the sweets
- Pupils express a need to go out to vape

Key Aims



- Reduce access to age restricted products
- Reduce health incidents/risks linked to under age sales, counterfeit and illicit goods and associated costs
- Increase health and safety of consumers, particularly young persons
- Improve the formal economy and protect honest business and the community
- Tackle criminality / organised crime
- Understand the root causes and trends
- Intelligence led / targeted resources

Trading Standards drives economic growth

