

## RESPONSIBLE RETAILER SCHEME

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<b>Cabinet Portfolio</b>	Improvement, Partnerships and Community Safety
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<b>Papers with report</b>	Appendix

## HEADLINE INFORMATION

<b>Summary</b>	Introduction of a pilot scheme that aims to give recognition to traders who trade responsibly and increase consumer confidence.
<b>Contribution to our plans and strategies</b>	The scheme would contribute to the following objectives within the Community Plan: <b>People: Improving health and well being</b> <i>Raising standards in food preparation premises; restricting access by young people to age restricted products such as tobacco, alcohol and cigarette lighter refills)</i> <b>Place: Protecting and enhancing the environment</b> <i>Encouraging proper waste management including litter and recycling)</i> <b>Place: Making Hillingdon Safer</b> <i>Reducing anti-social behaviour by young people by restricting their access to age-restricted products such as alcohol and fireworks; providing a safe environment for staff and customers</i> <b>Prosperity: A thriving economy</b> <i>Working with retailers to raise standards; giving recognition to and promoting those retailers who trade responsibly</i>
<b>Financial Cost</b>	Cost of pilot: £2,000 and existing staff cost
<b>Relevant Policy Overview Committee</b>	Residents' & Environmental Services
<b>Ward(s) affected</b>	Manor, Northwood Hills initially

## RECOMMENDATIONS

That Cabinet:

- 1) **Endorses the Responsible Retailer Pilot Scheme and;**
- 2) **Instruct Officers to review the Scheme and report back to Cabinet 9 months after the implementation of the Pilot Scheme.**

## **INFORMATION**

### **Reasons for recommendation**

It is important to allow sufficient time to enable a proper dialogue to be established with the traders involved and to encourage as many traders to participate as possible.

### **Comments of Policy Overview Committee(s)**

None at this stage.

### **Supporting Information**

1. The scheme aims to give recognition to those traders who have committed to trading responsibly – specifically with regard to the sale of age-restricted products, the sale of food and drink that are safe to consume, proper waste management and the provision of a safe environment for staff and customers.
2. The scheme is aimed at local businesses that prepare, sell and serve food and drink, including clubs, pubs, restaurants, grocery shops, off-licences, takeaways etc., as well as retailers that sell age-restricted goods, such as tobacco, fireworks, knives, solvents etc.
3. It is proposed that the scheme is piloted in Ruislip Manor and Northwood Hills because of their well established Chamber of Commerce's and good mixture of shops and businesses.
  - In Ruislip Manor, out of 113 premises, 52 could potentially join the scheme. This represents 46% of traders in this area.
  - In Northwood Hills, out of 85 premises, 35 could potentially join the scheme. This represents 41% of traders in this area.
4. To become members of the scheme, businesses preparing, selling or serving food and drink will need to have achieved at least 3 stars on the food hygiene rating known as the "Scores on the Doors" scheme, This is a mandatory food hygiene rating system that applies to all food businesses. The system ranges from "No Stars" which indicates a very poor standard, to "5 stars" which indicates an excellent standard. For further information on the rating system, see Appendix at the end of the report.
  - In Ruislip Manor, there are 15 pubs/clubs/restaurants, 4 of which are below a 3 star food hygiene rating.
  - In Northwood Hills, there are 13 pubs/clubs/restaurants, 3 of which are below a 3 star food hygiene rating.
5. In addition, they will also be required to meet the following criteria:
  - For retail shops, they use and fully comply with Hillingdon's "Age restricted products" book for retailers, which gives guidance and provides relevant records for the trader to complete. Make the book available for inspection on demand by an Authorised Officer.

- For clubs, pubs and restaurants, they need to show the implementation of their policy on not selling alcohol and tobacco to children under 18.
- They do not make proxy sales (selling age-restricted goods to adults when you are aware the items will be given to persons under the legal age).
- They only sell legally compliant alcohol and tobacco.
- They dispose of their waste responsibly and recycle waste such as paper, cardboard, oil etc as much as possible.
- They comply with waste management/litter guidelines including, for example, having measures to deal with litter generated by their customers such as operating a litter patrol, providing litter bins and ash boxes.
- They take specified steps to provide a safe environment for staff and customers.

Retailers may be disqualified or removed from the scheme if any formal action is taken against them. The type of formal action would include service of a statutory notice or prosecution arising from non compliance of regulations, such as causing a statutory noise nuisance, sale of counterfeit goods etc.

6. For residents, the Responsible Retailers Scheme represents an easy and simple way of distinguishing traders who are trading responsibly on issues that are of importance to the locality.
7. The initiative would aim to help and support those premises that do not meet the criteria. The Council would assist retailers with free advice and support on risk assessment, and offer guidance on staff protection, shop layout and lighting in risk areas outside the shops, use of CCTV and security, recognising drunken behaviour and drug use, cash handling etc. Food Businesses would receive free advice and support on improving their food hygiene rating.
8. The retailers that are part of the scheme would receive free advice on waste disposal and recycling and help and support in accessing Council Services. They would receive a useful 'Welcome Pack' including advice cards, a contact card and stickers with a scheme logo on. The distinctive logo for the scheme would deter juveniles' attempts to obtain age restricted goods. The businesses in the scheme would be promoted and publicised in Hillingdon First directory, in Hillingdon People and on the Council website.
9. Traders who are part of the scheme would provide a safer and cleaner trading environment. This should eventually lead to a general improvement in standards amongst this group of businesses in the area. Moreover, food businesses with good star ratings should attract more customers into the area and generate a sense of confidence and well being.

## **Financial Implications**

1. It is anticipated that the pilot scheme can be implemented using existing staff. During the pilot phase, staff resources required will be relatively high as face-to-face recruitment will be key in achieving a good level of participation by retailers. An initial visit, a follow-up telephone call or visit if necessary, together with administration of the scheme could mean a minimum of 2 hours staff time per premise. Once the scheme is established staffing requirements will be minimal and accommodated within the existing establishment.
2. It is estimated that a one off set up of cost of £2,000 is required for printing flyers, logo stickers for the scheme and promotional materials such as Welcome Packs etc. This can be potentially met from 2010/11 budgets within the service.

3. Any further resource needs for the scheme will need to take into consideration that the service is required to meet BID savings targets from 2010/11

## **EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES**

1. Residents will benefit by having access to retailers who are committed to attaining and maintaining a standard of trading which will contribute to a number of objectives within the Council Plan
2. Traders will be able to promote themselves as a "Hillingdon Responsible Retailer", raising their profile and increasing their trade
3. Standards will be driven up in areas where there is good take up by retailers.

## **CORPORATE IMPLICATIONS**

### **Corporate Finance**

Corporate Finance has reviewed this report and is satisfied that any costs associated with the Responsible Retailer Pilot Scheme will be contained within existing budgets.

### **Legal**

This is a voluntary scheme aimed at tackling problems associated primarily with the sales of age restricted products and environmental health offences. In the longer term, the proposal will assist with obtaining successful enforcement and prosecution outcomes. Article 7.08(c) (6) authorises Cabinet to determine the outcome of this proposal. It remains open to Cabinet to determine when Cabinet will consider a report providing feedback on the scheme.

### **Relevant Service Groups Consulted**

Community Safety Team  
Partnership and Community Engagement Team  
Regulatory Services

## **BACKGROUND PAPERS**

NIL

**Scores on the Doors Food Hygiene Rating system**

<b>Total of Penalty Scores</b>	<b>Description</b>	<b>Stars</b>
0-5	Excellent	5 ★★★★★
10-15	Very Good	4 ★★★★☆
20-25	Good	3 ★★★☆☆
30-35	Fair	2 ★★☆☆☆
40-45	Poor	1 ★☆☆☆☆
Over 45	Major improvement required	0

Penalty scores are imposed based on three areas: hygiene, structure of premises and confidence in management.