

Trading Standards

2017 – 2018



Our Priorities

- Doorstep Crime
- Home Improvements
- Second Hand Car Sales
- Internet Sales
- Mass Marketing Scams

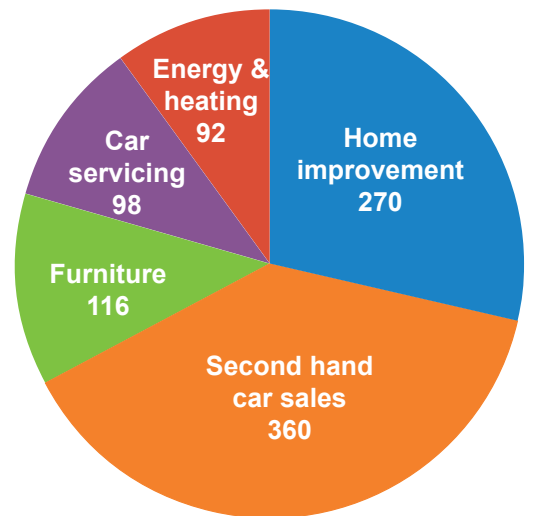


We provide advice on consumer rights to Aberdeenshire residents and businesses

Consumer & Business Advice



Most complained about goods and services



We have a duty to ensure businesses trade fairly and comply with consumer legislation

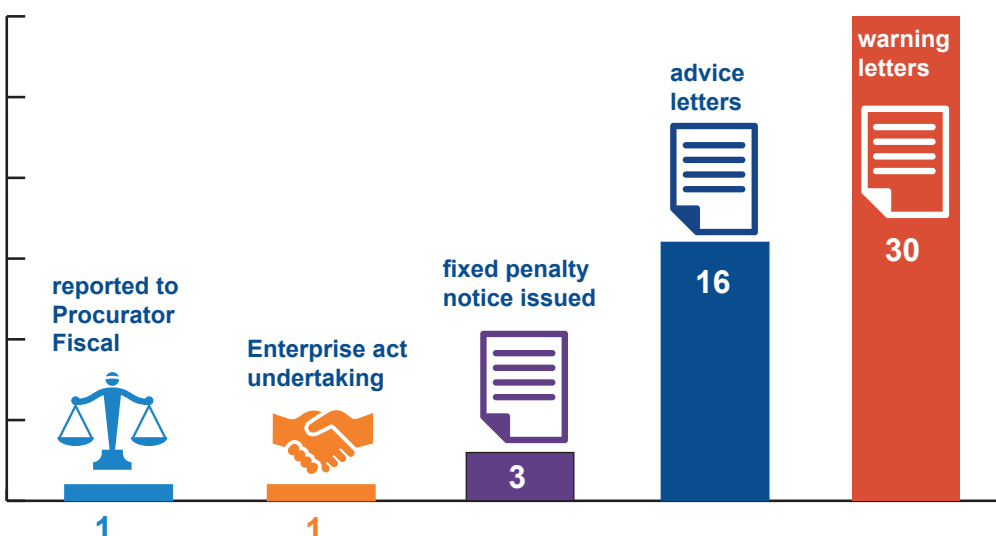
- 853 businesses were checked
- 187 required some informal enforcement action
- 802 items of weighing and measuring equipment were tested
- 53 test purchases and samples were sent for analysis



76 advice visits to tobacco retailers

30 cigarette test purchases attempts by 16 year old volunteers

2 sales of cigarettes to 16 year old volunteers



As part of the Aberdeenshire Local Tobacco Alliance, we took part in the #NotaFavour campaign highlighting that it is illegal to buy cigarettes for under 18 year olds. The campaign was the winner of the Tobacco-free Generation Award from ASH Scotland.



We took part in 'Scams Awareness Month' where **634** consumers received advice on how to keep themselves safe.



We provided free call blockers to vulnerable adults at risk of scams.

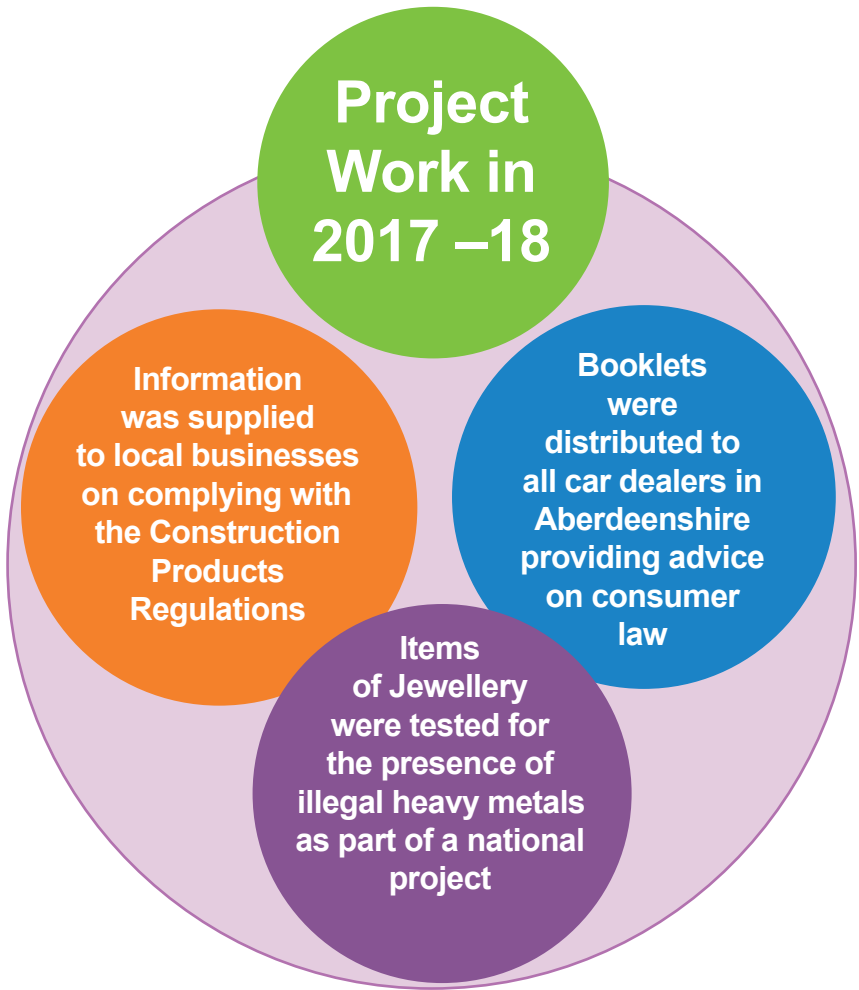
Up to and including 2017/18...

- 58 call blockers were installed
- 31,888 nuisance calls were blocked
- 6,094 scam calls blocked
- 37* scams prevented
- £66,945* estimated money saved for individuals
- £60,581* estimated savings in social care and medical costs



291 Tweets were issued in 2017/18, to over **1000** followers

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Customer Satisfaction Survey

- 90% Were satisfied with the overall level of service
- 97% Said the information and advice was explained clearly
- 97% Said the matter was dealt with in a competent manner
- 90% Were kept well informed on the progress of their complaint

✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✗

£ Net cost of the Trading Standards Service in 2017-18 was **£3.29** per head or less than **1p** per person per day.

*Assumptions, 1 in 169 scam calls are successful; average amount lost to a scam is £1,862; social care costs to support a victim are £1,685