



Chartered Trading Standards Institute

# Annual Impact and Outcomes Report

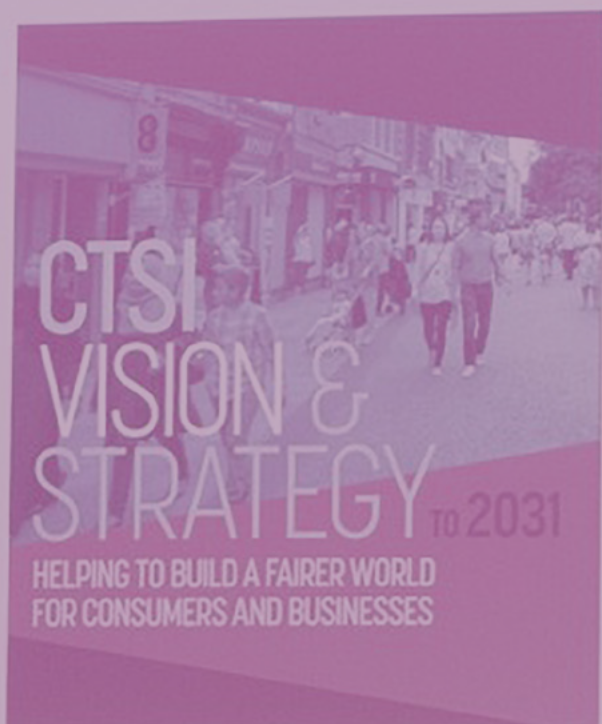
April 2022 - March 2023

[www.tradingstandards.uk](http://www.tradingstandards.uk)

Kate Pike  
Lead Officer for Vaping, Trading Standards  
BREAKFAST



# Vision and strategy



**STA**

Status International  
People in Pursuit

**true**  
STOPS NUISANCE

Business  
Standards Lab



## Introduction from Tandy Lindsay, Chair of CTSI, 2022/2023



“

We can continue to improve the lives of those within the communities we serve, and keep making a positive impact.

Firstly, I must say a personal thank you to Louise Baxter, who was Chair of CTSI prior to me and did a fantastic job and has such passion for consumer safety. She was a hard act to follow!

It means a lot to me to be in the role of Chair for this fantastic organisation. I am truly proud of the immense efforts of Trading Standards professionals and it's an honour for me to work closely with our members who do so much amazing – and often unsung – work for consumers and businesses across our four nations. This report is really important for Trading Standards, because there is a need to raise awareness of our impact and the critical role our profession has on the consumer protection landscape. The new format of our report also hopefully enables us to better describe CTSI's role in supporting our profession.

One of the key priorities for me was to turn the spotlight on equality, diversity and inclusion, both within CTSI as an organisation and across our membership as a whole. As Chair of the CTSI Race and Equalities Working Group, I am able to use my own experiences to help develop new ideas and approaches and I believe we have made excellent progress in this area, not least by improving our recruitment processes within CTSI.

Of course, there is more to be done, but I am so glad that our members are on board and I am confident we will continue to make great progress in this area, and do more to reflect the vibrant and diverse communities we serve.

As Trading Standards professionals, we face so many challenges and there is certainly never a dull moment! But I believe that by working together, and by respecting and supporting one another, we can continue to improve the lives of those within the communities we serve, and keep making a positive impact.

A handwritten signature in black ink, appearing to read 'Tandy Lindsay'.

**Tandy**  
CTSI's Chair

## Introduction from John Herriman, Chief Executive, CTSI



“

We have had a significant impact in a range of key areas of concern for members, businesses and the general public.

I am delighted to introduce our first Impact Report for the Chartered Trading Standards Institute, which aims to capture some of the highlights of our last business-planning year (April 22 to March 23).

This report focuses on the impact CTSI has made, in a particularly unsettling and dynamic external landscape, which included our re-emergence following the Covid pandemic, getting to grips with the UK's departure from the EU, and more recently the challenges from the cost-of-living crisis, which have impacted everyone and put the most vulnerable at increased risk. The political landscape in which we were operating was also particularly difficult with significant challenges to the role of regulation, and dramatic changes to business and consumer behaviours in relation to online marketplaces.

Despite this difficult external environment, during this time CTSI has made good progress. After consultation with members we launched our new 10 Year Vision and Strategy, along with our new strategic priorities, which clearly set out our ambition for the Institute and the profession – and to ultimately build a fairer world for consumers and business. Place-based regulation is critical to supporting the local economy and local enterprise; we know this is being challenged at every level, but our role as an Institute is to raise awareness of the critical contribution the profession makes to society through the work of its members across all sectors.

We have made a significant impact in a range of key areas of concern for members, businesses and the general public. We also made our members' concerns heard around the Retained EU Law (Revocation and Reform) Bill, successfully leading a campaign to persuade the Government to drop the idea of sunseting vast swathes of EU-derived legislation. Another of these priority areas was of course around vaping, where we led the charge to raise awareness of the issue, focusing on areas where our profession needs additional support and investment. This included a significant amount of media work and appearances on high profile programmes by myself, our lead officers and many others in our wider membership.

It was also the year in which we set off on a modernisation drive for CTSI with major reviews, led by Council, of our qualification and governance structures to ensure we are an Institute that can continually adapt to the rapidly changing external environment to better support our members. The changes included a major restructure of the CTSI Head Office, to enable us to deliver against our new vision and priorities. It is against these new strategic priorities – leading the profession, building our voice, becoming stronger together, and delivering tangible change – that we report our progress.

I'd like to say a particular thank you for the hard work, dedication and commitment from our Council members, Board members and lead officers who all give their time and commitment in support of our mission and purpose. And of course thank you to our staff, members and key partners who make this all happen.

This Impact report is accompanied by our Annual Accounts which is published as a separate report.

A handwritten signature in black ink that reads "John Herriman". The signature is written in a cursive, flowing style.

**John**  
CTSI's CEO

# About CTSI

## ■ Our vision

To ensure that the UK prospers economically through fair and safe trade.

## ■ Our mission

To support and reinforce the protection of consumers and achieve a level playing field for business.

## ■ About us

As the professional membership body for Trading Standards professionals we have 4 strategic objectives, which are:

- **Leading the profession**  
Supporting our members working in Trading Standards and seeking to grow and diversify our membership
- **Building our voice**  
Speaking out on behalf of the profession and consumers and campaigning to change policy, practice and attitudes
- **Becoming stronger together**  
Creating partnerships and working with business to support consumer confidence and safeguard honest business
- **Delivering tangible change**  
Modernising the work of our Institute to value and champion diversity, ensure that we are digitally enabled and fostering a collaborative working culture

## ■ Our services

We run a variety of services for our profession, for businesses and for consumers.

### **For our profession:**

- we develop qualifications, e-learning, training and continuing professional and personal development (CPPD) to support our members
- we create a wide range of resources and run events, including our Annual Conference
- we develop evidence-based campaigns and policy informed by our membership

### **For consumers:**

- we run the UK International Consumer Centre (UKICC), which provides advice and support for anyone who has bought goods or services from abroad
- our campaigns and policy work also supports consumers by speaking out and raising the profile of issues which impact the public

### **For businesses:**

- we provide the Business Education Service, including Business Companion, which provides the latest information to businesses that want to know how to comply with the law
- we run the Consumer Codes Approval Scheme, which provides reassurance to customers that approved businesses meet high standards in areas such as customer service
- we have a role in mediation between customers and businesses through alternative dispute resolution (ADR) and we approve over 50 ADR bodies across the UK

## Our year in numbers

Did you know that?



Trading Standards continued to enforce almost **300** pieces of legislation

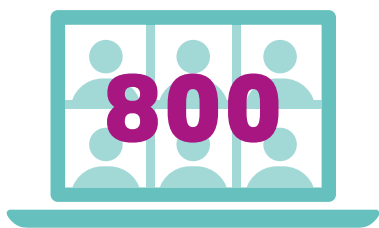


Over last year 2022/23 Trading Standards prevented over **£1 billion** of consumer detriment across the UK

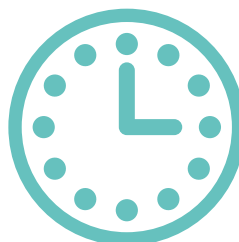


This equates to **£9.60** saved for every **£1** spent

Did you know that in 2022/23, CTSI's impact included:



professionals tuned into CTSI webinars



We delivered nearly **19,400** hours of CPPD



**2,000** people took training with CTSI



We offered over **150** different courses



CTSI appeared over **3,000** times in national and local media

# Top media stories

## UK campaigners call for tighter regulations on vapes to match tobacco

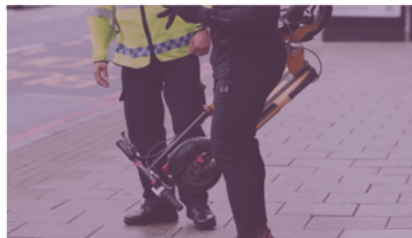
To tackle their popularity with children, campaigners and councils want vapes to be taxed and sold in plain packaging behind counter



Underage and non-compliant vape sales

## Surge in e-bike and e-scooter battery fires prompts warning to consumers

Thursday 9 February 2023 at 12:01am



E-scooter and e-bike fires

## Warning about 'toxic mould' scammers

Written by Emma Linn  
21/11/2022

Cold-callers are targeting deprived areas with fake toxic mould surveys and bogus energy-efficiency claims. Trading Standards warns.



Householders warned of cold-callers claiming to deal with toxic mould



Over **1.6 million** pages were viewed on CTSI's website



**570** people attended our 2022 Annual Conference



**97%** of delegates would recommend the conference to others

### Business Companion website

Over **1 million** page views

### UK International Call Centre

Over **10,000** consumers supported by the UK International Call Centre in 2022

### Consumer Codes

Over **80,000** business members

At least **£155 billion** covered by a code of practice

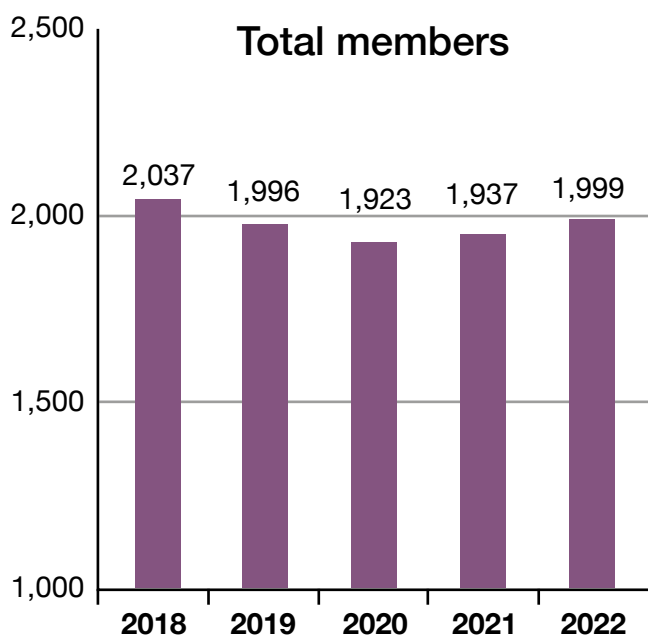
Our Approved Code scheme has helped recover **£2.2 million** for consumers

## ■ Growing and diversifying our membership

One of our key objectives has been to build an organisation and lead a profession which is inclusive and representative of the communities we serve.

In 2022 CTSI checked a recent decline in membership numbers, and at the end of the year stood at 1,999 members.

We also introduced a number of changes to our membership, including simplifying our membership categories, to include student, associate, affiliate, full and Chartered membership.



## ■ Creating resources to support our members

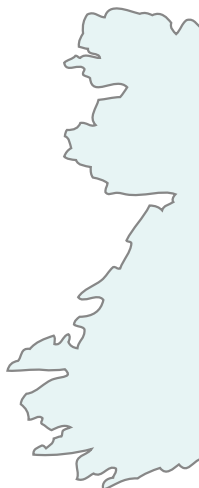
We offer a wide range of resources to support our members, the Trading Standards profession, and also business and consumers which are available on our website. These include videos on food allergies, which have been translated into many languages and viewed hundreds of times, as well as seasonal factsheets around issues such as firework safety and Christmas toys.

During 2022 we made a number of enhancements to our website including improving the home page, site navigation and starting work on better understanding what more significant changes can be undertaken to improve the website – this will form part of further work during 2023 and beyond.

## ■ Results from our 2022 Membership Survey

We conducted our first CTSI membership survey. Of the 410 responses to our survey:

- the main reasons for joining were: to keep up with professional development, educational opportunities / professional development and a sense of professional pride
- the main membership benefits included: access to CPPD, Annual Conference and networking opportunities





## Our branches and sections

### Branches across the UK

We operate 13 branches across the UK.

Branches help ensure our members have a supportive network of like-minded people to offer support, share ideas and help build our community. During 2022/23, CTSI undertook a number of visits to branches to talk through the new vision, the changes to the Head Office and actively engage in areas including the development of our new policy framework, and the changes to our qualification.



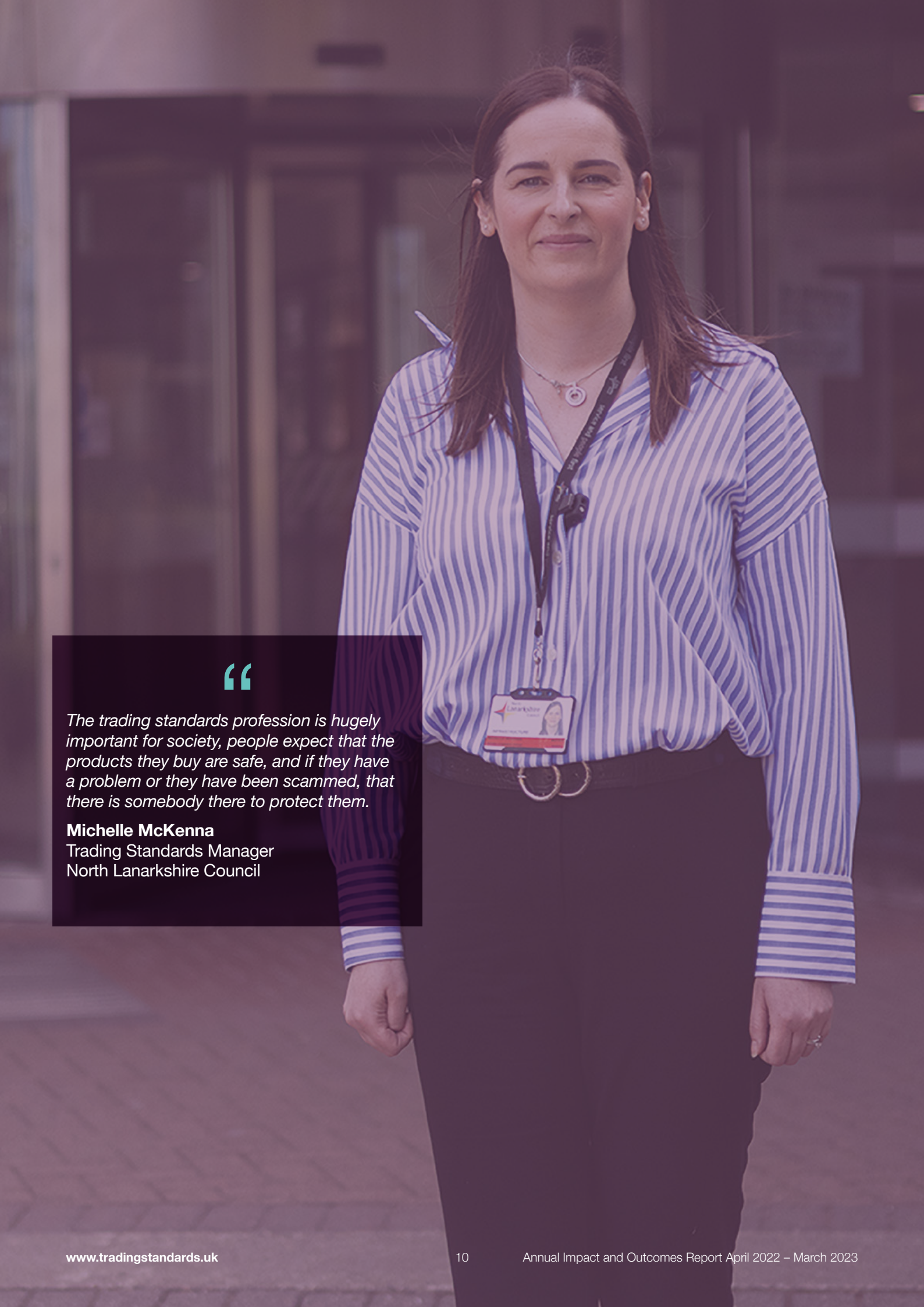
### Sections – our communities of interest

We also now have five sections of CTSI, which cover specific sectors that our members operate in:

- Association of Chief Trading Standards Officers (ACTSO)
- Society of Chief Officers of Trading Standards in Scotland (SCOTSS)
- Consumer Empowerment Alliance (CEA)
- Business Members Group (BMG)
- (As of 2023) Civil Service Forum (CSF)

#### The Branches are:

- |   |                          |    |                     |
|---|--------------------------|----|---------------------|
| 1 | Welsh                    | 8  | South East Midlands |
| 2 | Scottish                 | 9  | London              |
| 3 | Northern Ireland         | 10 | South Eastern       |
| 4 | North Eastern            | 11 | Southern            |
| 5 | Yorkshire and the Humber | 12 | South Western       |
| 6 | East Midlands            | 13 | North Western       |
| 7 | Midland                  |    |                     |



“

*The trading standards profession is hugely important for society, people expect that the products they buy are safe, and if they have a problem or they have been scammed, that there is somebody there to protect them.*

**Michelle McKenna**

Trading Standards Manager  
North Lanarkshire Council

## CTSI's governance and structures

CTSI is governed by its Council of members which is the body responsible for advising on, and monitoring strategic direction and policy, as both a membership organisation and as a business. Our Council is made up of representatives from CTSI's 13 branches and five sections, plus four nationally elected members and four officers. The Council delegates authority to a Board, made up of Executive and Non-Executive Directors, to help oversee and deliver CTSI's strategy. Both the Council and Board are supported in their work through a number of sub-committees. These include the, the Audit and Finance Committee, the Ethics and Standards Committee, the Qualifications Panel, the Race and Equalities Working Group and the Remuneration and Appointments Committee.

CTSI is a not-for-profit company limited by guarantee. CTSI operates as a group which includes TSI Ltd which in turn has subsidiaries itsa Ltd and ACTSO Ltd. National Trading Standards (NTS) operates as a standalone organisation within ACTSO Ltd.

This report reflects the activities of CTSI, TSI and its subsidiary itsa Ltd. CTSI's other subsidiary ACTSO Ltd produces an impact and outcomes report which will be published later in 2023.

CTSI is currently reviewing its company structures in relation to CTSI and TSI with a view to simplifying these structures.

CTSI also has a relationship with the Consumer Codes Approval Board (CCAB) which runs the Approved Code scheme. A separate report detailing its activities is available here:

<https://www.tradingstandards.uk/media/3179091/consumer-codes-annual-report-2022.pdf>

More information on the work of the College of Fellows during 2022/3 is available below.

### ■ College of Fellows

The College of Fellows of the Chartered Trading Standards Institute is our charitable arm. The charity has supported CTSI and the trading standards profession for more than 60 years. It promotes educational and research activities, as well as providing help for the families and dependents of trading standards professionals who die in service, and in other times of crisis.

To join the ranks of Fellowship, a CTSI member needs to have 'gone the extra mile', either for the profession or in support of the institute.

#### **In 2022 the College:**

- spent £10,000 on welfare support for members/dependents, annual Support Grants for six children from four families
- provided a grant to one of those families to assist in meeting current financial pressures and a grant to help a member with severe health issues to purchase an electric mobility scooter and £5,500 on Further Education and a research Scholarship.
- over the last year the College has spent £4,400 on welfare including annual grants in respect of 5 children from three families, support to a member whose partner is receiving treatment for a serious illness and £2,500 on Further Education including a small grant for a foundation course and a second-year payment to a student on a degree course.
- at CTSI's Annual Conference the College awarded the Tom Philpott and Regina Kibel Education Prizes for stage 1 and 2 students
- representatives spoke at the New to the Profession seminar and sponsored the Institute Celebrates Success session with installation of 3 new Fellows.

The Trustees of the College of Fellows have agreed an action plan to work with CTSI, Sections and Branches to promote the positive message to members of the benefits from the support that the College can offer, including welfare, education and research.

## ■ CTSI Annual Conference 2022

Our Annual Conference 2022 took place in Bristol with over 600 delegates attending over the three days. Highlights included a keynote address from the former Consumer Minister, Paul Scully MP.



*The CTSI Conference was a brilliant reminder of all the fantastic work Trading Standards are involved in across the entire country, ranging from grass-roots community-based work, to influencing policy at the highest level and everything in-between.*

Fraser Glennie – Cornwall County Council



## ■ Year Ahead 2022

As part of our partnership with the Chartered Institute of Environmental Health (CIEH), CTSI took the lead in organising the Year Ahead Conference – a two-day virtual event which covered many of the major policy issues, including keynote speaker Emily Miles, Chief Executive of the Food Standards Agency, talking about changes to regulation, sessions on levelling-up, port health and housing reforms. There were 372 delegates tuning in over the two-day event.

“

*I'm all about fairness. I think the world has to be fair and I think that's what we do within Trading Standards; we ensure that the balance is met between consumers and businesses. So for me, when that's achieved, it's really satisfying.*

**Marsha Bell**  
Trading Standards Officer  
Salford City Council



## 2. Building our voice

Over the last year we have started to speak up and speak out for the Trading Standards profession and consumers. We agreed a number of policy priorities, which CTSI will focus on to develop effective evidence-based policies and campaigns. Our new proactive way of working has already started to yield positive results, both in terms of increased profile and driving forward change.

As part of our new approach to policy and campaigns work, CTSI undertook a policy prioritisation exercise with members, lead officers and wider stakeholders to better understand which of the areas we would focus on and to better describe the impact of the work of Trading Standards. Our immediate policy priorities included:

- tackling issues around the illicit market and selling of vapes to people underage
- challenging the decision to 'sunset' all EU derived laws by the end of 2023
- raising awareness of product safety issues
- understanding the challenges around online marketplaces and supply chains
- setting out the importance of legal metrology to UK society and the wider economy
- raising awareness of issues relating to food standards
- exploring the impact of emerging issues including net zero, housing reforms and artificial intelligence (AI), particularly in relation to doorstep crime, rogue traders and scams

### ■ Campaigning over the Retained EU Law Bill sunset

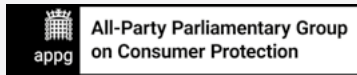
We established the 'Safeguarding Our Standards' coalition – made up of organisations including Electrical Safety First, the Chartered Institute of Environmental Health and RoSPA – which called on the Government to reconsider its plans to sunset over 4,000 pieces of retained EU law at the end of 2023. Our campaign included briefing MPs, Peers and raising our concerns in the media.

In early 2023 the Government announced that it would drop plans to 'sunset' the vast majority of EU-derived legislation, which was a victory for CTSI, and our partners who had actively campaigned to urge the Government to reconsider its proposals.



## ■ Weighing up the return of imperial measures

CTSI called on the Government to rethink plans to reintroduce imperial measures, in light of research which suggested that it would cost an additional £2.2 million and could potentially confuse consumers and businesses. The Government consultation on the subject generated huge interest with 100,000 responses. CTSI will continue to make the case for this measure to be abandoned, in the interests of not confusing consumers and businesses, and will be making the case for greater investment to support the work of legal metrology.



## ■ All Party Parliamentary Group on Consumer Protection

CTSI took over the secretariat for the All-Party Parliamentary Group (APPG) for Consumer Protection in January 2023. The Group, which is chaired by Yvonne Fovargue MP, helps to drive important conversations, political engagement and facilitate cross-party debates on a range of issues as well as raising the profile of the Trading Standards profession.



## ■ Hero Awards 2022

Our 16th Hero Awards event took place at the House of Lords and celebrated remarkable people who made outstanding contributions towards consumer protection and safeguarding business. The awards included the introduction of a very special award focused on inclusivity and diversity, which we were proud to award to Slough Trading Standards.



2022 Hero Award winner Gavin Terry collecting his award for the National Markets Group's Real Deal Charter



*The CTSI Hero Awards are a fantastic opportunity to celebrate remarkable individuals or groups of people who make outstanding contributions towards safeguarding vulnerable consumers in our communities. Every year, we are inspired by the stories of nominees throughout the country whose bravery, altruism and hard work often goes unnoticed. These awards honour those remarkable people who have gone the extra mile for consumers.*

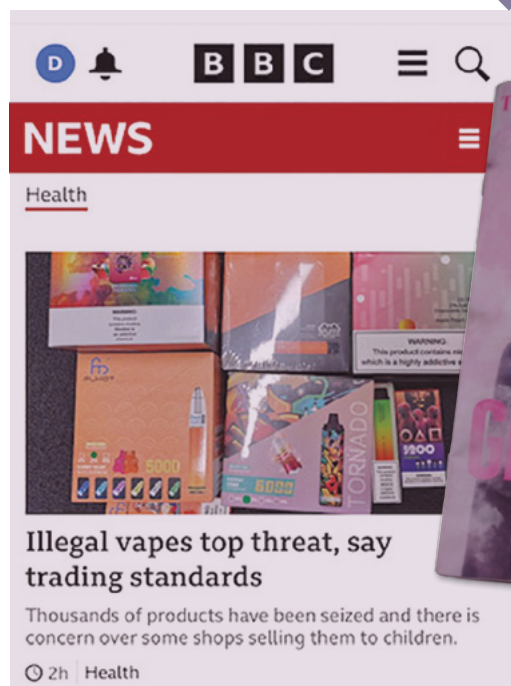
## In focus: becoming a policy-led Institute

One of our main areas of focus as an Institute (and which we have helped to raise the profile of CTSI and the wider profession on) has been the issues relating to vaping.

This has been a good example of how the work of policy, as 'Outward facing and inward shaping', has helped to secure change externally whilst also helping to inform and inspire work across our operations, including training and support for membership.

### 2. Raising the profile of CTSI and our profession

We have secured significant media coverage both of CTSI and the work of Trading Standards on the issues relating to vaping. This has included broadcast coverage featuring interviews with our Chief Executive John Herriman on ITV News and BBC Breakfast, interviews with our Lead Officers for Vaping including Kate Pike, David Hunt and Marsha Bell, and editorial from the Sunday Times, Daily Mail, BBC Online and many more outlets. In total over 1,200 pieces of coverage were secured.



### 4. Achieving change to policy

This included persuading the Government of the need for an evidence review into the appeal of vaping to young people. It also led to the Department of Health and Social Care providing additional £3 million of funding to support the work of National Trading Standards and CTSI, to enable partnership working between local authorities, NTS and DHSC to invest more resources to tackle enforcement and compliance for vaping, including gathering data, developing a coordinated national picture, funding for storage and disposal of vapes and test purchasing activities.







## 1. Policy and research

We surveyed our members in October 2022 to identify the major threats they were facing on UK high streets and what were the biggest emerging issues. Problems relating to the sale of vapes to underage people and a huge number of non-compliant products came back as the clear threat.

We also conducted research which found that, based on test purchasing, around one in three vapes being sold were non-compliant with legislation and a similar proportion were being sold to people under the age of sale.

CTSI used this to undertake a major PR campaign, which secured significant national profile for the Institute and for the work of Trading Standards.

## 3. Working in partnership

We developed several national partnerships with organisations including ASH, the anti-smoking charity, the Medicines and Healthcare products Regulatory Agency, and National Trading Standards. This included helping to disseminate communications to the profession on non-compliant products and raising awareness of issues with the outcome of supporting the profession and raising awareness to both consumers and businesses.



## businesscompanion

trading standards law explained

## 5. Supporting our members and the wider profession

CTSI launched our first policy-led webinar on the issues relating to vaping with guest speakers from ASH and the Independent British Vape Trade Association, with almost 300 members tuning in.

We also launched a vaping hub on the CTSI website to provide additional support and resources.

As part of our work for the Department of Health and Social Care, CTSI will provide a single point of contact (SPOC) between Trading Standards and the DHSC. In addition, CTSI will be providing courses, tools and resources for regulatory staff in English local authority Trading Standards services on the relevant legislation, and business training and guidance delivered through the Business Companion website, which we run.

# 3. Becoming stronger together

We have continued to grow and develop our wide range of partnerships and worked with business to help promote consumer confidence and safeguard honest business. We have also started to build the foundations to enable us to enhance and expand the business and consumer services we provide.

This has included greater working with strategic partners, including UKAS, BSI, and the Chartered Institute of Environmental Health (CIEH); and national regulators including the Competition and Markets Authority (CMA), the Office for Product Safety and Standards (OPSS), the Intellectual Property Office (IPO), the Animal and Plant Health Agency (APHA) and the Food Standards Agency (FSA).

We have also partnered with a range of charities and non-governmental departments, including Which?, Citizens Advice, Electrical Safety First and the British Toy and Hobby Association.

## ■ Training and CPPD

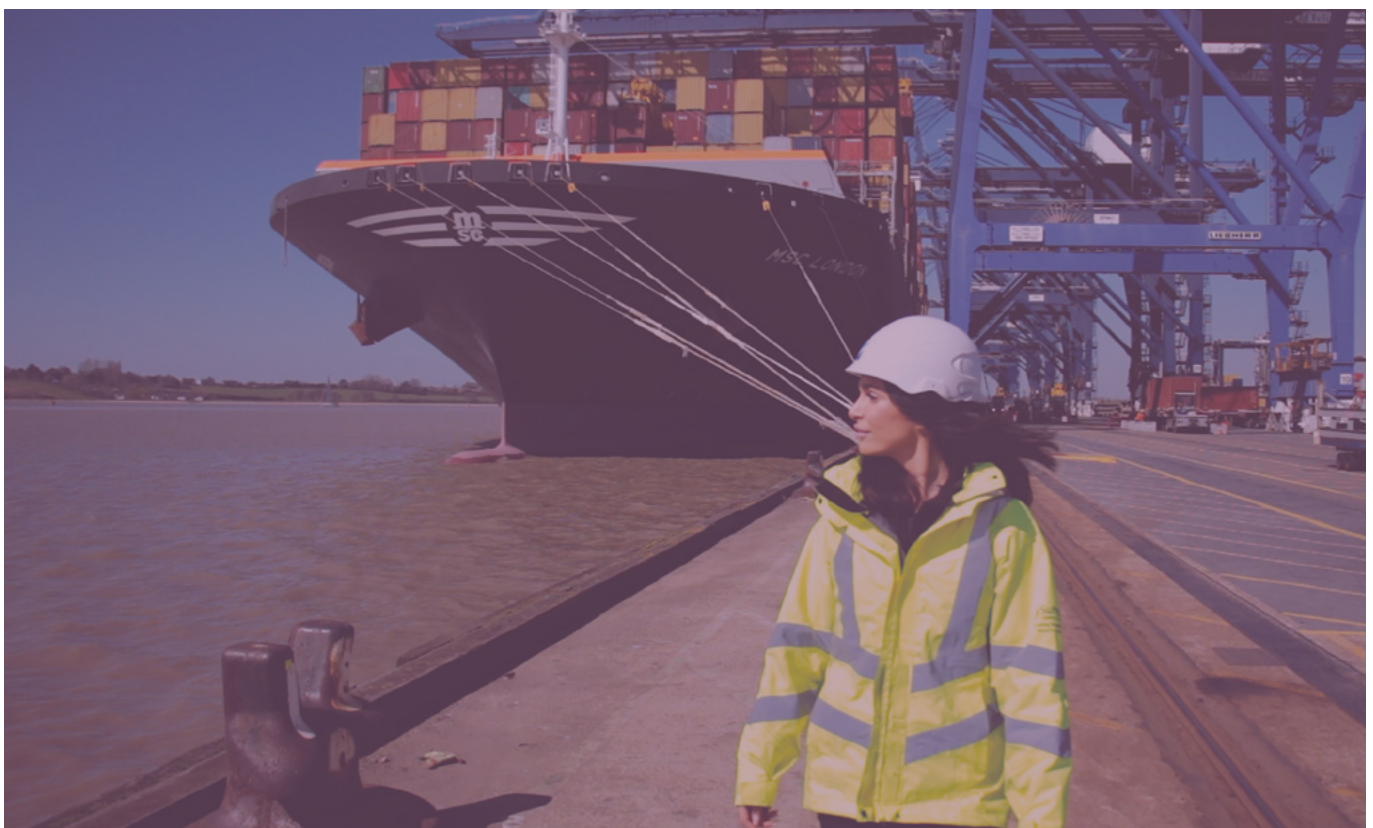
Our training and CPPD continues to support professionals at every stage of their career, whether new to the profession or looking to enhance their skills. We have delivered training in partnership with a range of organisations, including the FSA, OPSS and IPO.

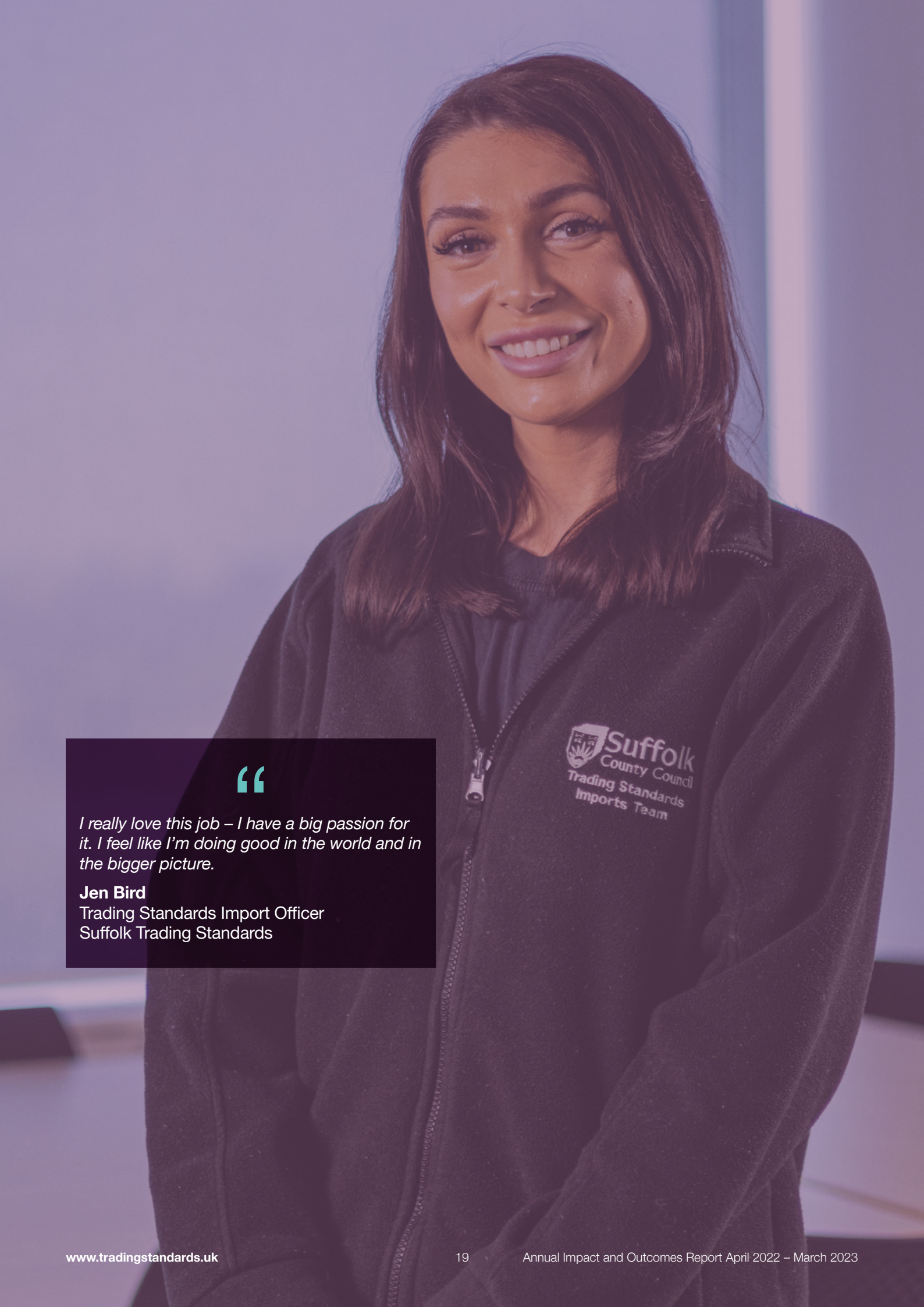
Our CPPD scheme is free to all of our members and we actively encourage them to join.



**2,000** people took training with CTSI

We offered over **150** different courses





“

*I really love this job – I have a big passion for it. I feel like I'm doing good in the world and in the bigger picture.*

**Jen Bird**  
Trading Standards Import Officer  
Suffolk Trading Standards

## ■ Apprenticeships

Apprenticeships are critical to the future of the Trading Standards workforce.

By supporting the development of relevant apprenticeship schemes (such as the Regulatory Compliance Officer (RCO) apprenticeships) and by highlighting other Government schemes (such as Kickstart and Job Entry Targeted Support schemes), CTSI is encouraging local authorities to employ apprentices and new starters from all parts of the community, to ensure the much-needed diversity and sustainability of our profession.

CTSI was very much involved in the development of the RCO apprenticeship, which also enabled the standard of the RCO to be aligned with Level 1 of CTSI's Professional Competency Framework (CPCF - now the Qualifications Framework (QF)). This means that local authorities, businesses and national regulators can access the apprenticeship levy and the apprentice can apply for a part exemption against Level 1 of the CPCF.

RCO apprenticeships are popular with those starting out their career or looking for a new challenge, and provide a single point of entry to the entire spectrum of regulatory delivery roles in the public and private sectors. Upon completion of the apprenticeship, participants have all of the transferable skills needed to work in any regulatory or compliance based field.

In February 2023, we supported National Apprenticeship Week by promoting a range of case studies from Trading Standards apprentices. You can read them on our website at [tradingstandards.uk/apprenticeships](https://tradingstandards.uk/apprenticeships)



*I considered an apprenticeship because it gives you the opportunity to learn whilst doing the job; it was the best of both worlds. You have nothing to lose and everything to gain. You're getting the exact skills and experience you need for the job and fantastic support along the way.*

**Laden Mohamud**  
Apprentice

# 4. Delivering tangible change

## Supporting equality, diversity and inclusion

We have started to make positive changes within CTSI so that we can better reflect the changes we want to see throughout the wider Trading Standards profession. Here are just a few of the recent changes and initiatives we have taken forward:

- ethnic diversity across CTSI staff has increased from 14% to 27%
- gender diversity of our workforce is 64% female
- our Race and Equalities Working Group meets regularly to ensure that the principles of fairness, excellence and quality are embodied across our Institute
- we have introduced a 'blind' recruitment process for job applications
- we are beginning to diversify our network of lead officers
- our qualifications review will include a review of our educational materials and a member from our Race and Equalities Working Group will be represented on on both our Qualifications Panel and our Examinations Panel
- we actively promote to staff and through wider communications key dates from our Diversity Calendar



*As a Content Creator Executive at CTSI, I get to do what I love while making a positive impact. Knowing that my work can actually help improve people's lives is really rewarding! At CTSI, I feel like I'm part of something bigger, that's open to innovation and is all about creating positive change.*

**Yuri Kufa**  
Content Creator Executive, joined CTSI in January 2023



Over the last business year, we have started to modernise the work of the Institute, including ensuring that we are digitally enabled, valuing and championing diversity and inclusion, and fostering a collaborative working culture across the organisation.

## ■ Head office restructure and modernisation journey

To help us deliver against the new CTSI vision it was necessary for us to ensure that we have the right structure in place. In 2022, CTSI undertook a fairly significant restructure to help us deliver against our new vision. This included ensuring we had the right blend of skills and experience to help us:

- becoming a policy-led Institute, which leads the national conversations relating to the consumer protection landscape
- securing our information against the increased external cyber threats through an investment in our digital-infrastructure
- streamlining our company structure; driving efficiencies and cost savings to reinvest back into our membership
- reviewing our products and services to ensure they are fit for the future of the profession and its increased diversity
- making improvements to our qualification and training offer, as well as our contribution to apprenticeships, to ensure that CTSI sits at the centre of all discussions relating to entry to, and progression within, the profession





CTSI - RC000879  
Copyright CTSI 2023

 @CTSI\_UK

 LinkedIn CharteredTSI

 Facebook



[www.tradingstandards.uk](http://www.tradingstandards.uk)