(Local Authority Chief Executive) (DATE)

Dear XXX

I am writing to you on behalf of your Trading Standards service to highlight the vital role our service plays in ensuring the smooth functioning of the local and national economy. As I am sure you are aware, Trading Standards is tasked with enforcing a wide range of legislation that protects our consumers, supports our local businesses, and fosters a fair and competitive marketplace for all. To show this, we have included a document which explains the amount and differing legislation we enforce and the impact we make to our society as a result.

Our work is essential in tackling issues such as counterfeit goods, unfair trading practices, animal health and welfare, and unsafe products. By safeguarding consumers from fraudulent and unsafe practices, and prevent compliant businesses being undermined, we help maintain confidence in the market, both locally and nationally. This confidence is a cornerstone of economic stability, as it encourages consumer spending and ensures that legitimate businesses can thrive without facing unfair competition from unscrupulous operators.

Investment in frontline Trading Standards and enhanced collaboration between departments are crucial. Such measures would significantly mitigate potential consumer, business, and economic losses amounting to millions of pounds. Our service is a critical line of defence against local and national economic detriment, ensuring that the market operates fairly and efficiently for all parties involved and protects our most vulnerable residents.

The professional body for the Trading Standards profession - The Chartered Trading Standards Institute (CTSI) - has recently set out their vision for the future of Trading Standards and enforcement, in their new [CTSI Manifesto](https://www.tradingstandards.uk/media/3180045/manifesto-final-version.pdf). It makes a number of key recommendations on what the new Government needs to focus on to build back local Trading Standards Services, create more confident consumers and help businesses to innovate and prosper. CTSI recognise that local Trading Standards services, such as ours are vital to ensure this happens, for the benefit of all. Figures from [National Trading Standards](https://www.nationaltradingstandards.uk/uploads/NTS%20Infographic%202023-24.pdf) for 2023-24 show that for every £1 invested in Trading Standards, the societal and economic benefit is at least £11.60. This rises to £66 of benefit for every £1 invested in scams work.

On that basis, I urge you to support increased and ring-fenced funding and resources for your Trading Standards service, as well as to advocate for stronger collaboration between our service and other relevant departments, within the authority. By doing so, we can all continue to protect consumers and residents, support honest businesses, and contribute to a robust and thriving local economy and society.

In the meantime, we appreciate your very busy diary, but we would be keen to invite you along to meet your Trading Standards team here to discuss your immediate priorities and some of the areas we have highlighted above.

We look forward to meeting with you soon.

Yours sincerely

(INSERT NAME AND SIGNATURE)