

LOCAL GOVERNMENT NATIONAL INDICATOR SET TECHNICAL HANDBOOK - RESPONSE TO CONSULTATION DOCUMENT

Name and address of responding organisation:

Devon CC, Trading Standards Service, County Hall, Topsham Road, Exeter EX2 4QH

Is this your organisation's official response to the consultation? Y/N

Name and phone number of key contact in case of follow-up queries:

Paul Thomas

National Indicator Number:

183

Please complete a separate form for each indicator on which you wish to respond

Indicator Issue	
1. Is the Technical Definition of this indicator clear?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If NO a. What aspects of the technical definition of the indicator are unclear? Please specify clearly - is it in relation to the measurement method, or - on reporting b. Please suggest how the template can be clarified/improved.	Does this include unjustified complaints? If not how is a differentiation made?
2. Does the Technical Definition for this indicator have any unintended consequences?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
If YES a. What are the unintended consequences on this national indicator? b. Can the unintended consequence be avoided? If so, how?	Many complaints relate to national businesses over which an individual LA (other than the home authority) will have little direct control. Unique incidents can skew complaint levels significantly - for example a major business going

	<p>into liquidation.</p> <p>Raising consumer awareness as a preventative measure can lead to an increase in reporting - for example, door-step crime.</p> <p>This definition seems to be contradictory to the general desire to increase accessibility to LA services, which would also result in an overall upturn complaints.</p> <p>A change in the marketing budget for Consumer direct is likely to have more impact than the work of any activity by an individual LA.</p> <p>Conversely, this measure could have the perverse effect of LAs not promoting CD within their own area.</p>
<p>3. Will the Technical Definitions for this indicator work in practice?</p>	<p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>
<p>If NO a. Why would this technical definition not work in practice?</p>	<p>See above</p> <p>Also: The measure assumes a static set of businesses. Economic growth would result in more businesses hence more complaints.</p> <p>Measures a simple volume count of numbers and does not take into account the severity of an incident. For example, there could be an incentive to give minor</p>

	pricing irregularities at a supermarket priority over serious door-step crime.
4. Is this indicator defined at the right spatial level?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
a) If not, what level should it be defined at? (including whether information is already gathered and/or reported at that level and if so where, if not, estimated cost of collecting and reporting it)	.
5. Should data for this indicator be provided for any or all of the different equalities strands (please tick the relevant box)?	Ethnicity <input type="checkbox"/> Gender <input type="checkbox"/> Religion <input type="checkbox"/> Age <input type="checkbox"/> Sexual orientation <input type="checkbox"/> Disability <input type="checkbox"/> Other <input type="checkbox"/> (Please specify)
a) For any boxes ticked at 5, is this information already gathered and/or reported and, if so, where? If not, what would be the estimated additional burden of collecting and reporting it?	
6. Further comments on the questions above and /or any other comments that are not covered above questions.	
<p>The new Primary Authority principle could impact on any individual LAs ability to take direct, effective action - again introducing a factor beyond its control.</p> <p>There are other measures curently available - for example businesses brought into compliance (CPA) - have these been given full consideration.</p>	
<p>Completed versions can be sent to niconsultation@communities.gsi.gov.uk. Hard copy responses should be returned to Local Government Quality and Performance Division, Zone J2, 4th Floor, Eland House, Bressenden Place, LONDON, SW1E 5DU.</p>	