



health and
nutrition



crime and
disorder



the environment



economic
development



consumer
education

Guidance for letter and flyer

Background

The aim of the letter and flyer is to make it as easy as possible for you to provide existing and newly elected members with a brief overview of the contribution your service makes to the social and economic wellbeing of your authority.

The letter and flyer concept was proposed by a pilot group of elected councillors, a project team consisting of trading standards professionals, TSI and LACoRS, and the OFT/Local Authority Trading Standards Services Programme of Joint Action Board.

Letter

The accompanying letter will provide information on exactly what, in partnership, we are trying to achieve. The text we have provided is an example and can be edited and amended as appropriate to suit your individual circumstances.

The letter should be copied onto a letter head from your authority. You may also wish to include the logo of your regional grouping.

Once you are happy with the content within the letter it can be sent to your elected councillors with the accompanying flyer:

1. There are text boxes for the following information: recipient's address, your telephone, fax and email details, your councillors' name and your local authority.
2. We have added a section where a case study of a recent high profile piece of work can be added (we have included a case from Ayrshire as an example).
3. Finally, the first sentence of the last paragraph talks about next steps. If you plan on hosting an event, either unilaterally or in partnership with others (perhaps regionally or sub-regionally), then amend the rest of the sentence to reflect this. If you stated that

you intend being involved in an event – as part of the recent awareness raising exercise - you will be contacted shortly, so events can be coordinated.

Flyer

There are 4 versions (2 sets) of the flyer: 2 for Scotland (1 set) and 2 (1 set) for England and Wales. All versions can be edited, but 1 set has more flexibility than the other.

We recommend you use the first set for ease and consistency, however, understand that you may need the greater flexibility provided by the versions in the second set.

The Scottish versions have the SCOTSS logo, the other versions do not. In addition, there is no reference to nutrition in the Scottish versions as work in this area is not a function performed by Trading Standards Services in Scotland.

1. On page 1 of the flyer you will see that there is a section which starts: empowering and protecting consumers [in partnership with Consumer Direct]. If you do not currently work in partnership with CD, please amend as appropriate. The second part of this bullet relates to intervention. Again, amend this as appropriate to your authority.
2. On the first set of flyers boxes 3 and 4 are editable and should when complete reflect: where your service is located, what your contact details are and information on how further information can be sought (details are included for all authorities that work in partnership with CD).
3. You will see that the second box down on page 2 (Last year we:) displays information on the number of cases taken, number of requests for information responded to, etc. For each bullet there is a greyed out section, which can be edited so that relevant details for your authority can be added. Within the second set of flyers this second box is fully editable.

Although there is a greater degree of flexibility of what can be added to the 'last year we' section within this set of flyers, we would ask that any information inconsistent with the views of OFT, LACoRS or TSI is not included. Please seek advice from us if this may be the case.

If you have any queries relating to any aspect of the letter or flyer, please contact:

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