

## THE MORAY COUNCIL – PERFORMANCE DATA COMPARISON

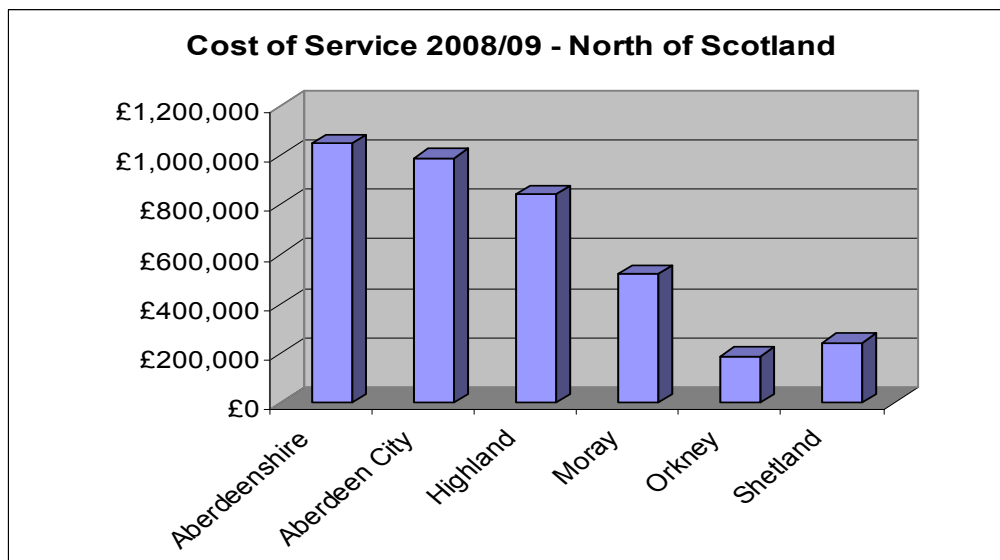
The Service has undertaken to compare its performance against the following North of Scotland Trading Standards Authorities:-

Highland Council; Aberdeenshire Council, Aberdeen City Council, Orkney Council and Shetland Council.

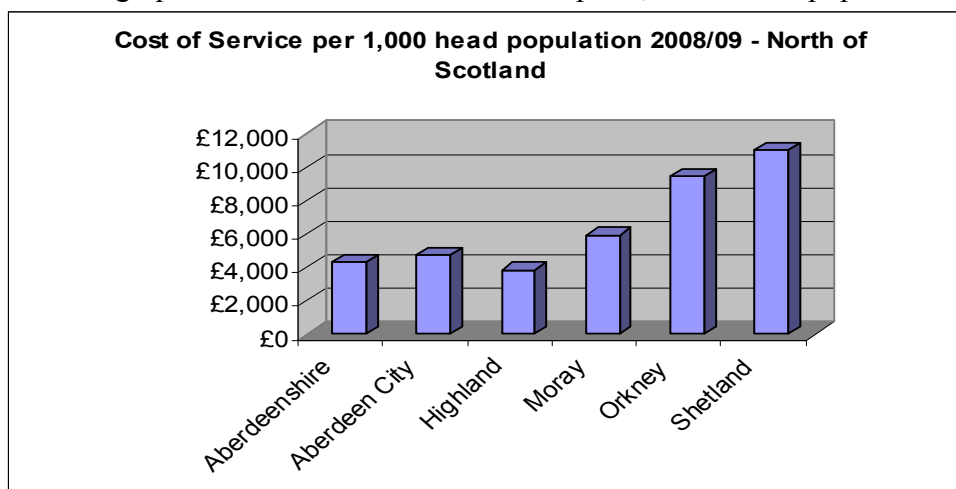
The latest available data to hand covers the financial year 2008 to 2009. Care should be taken in interpreting the data as each Authority has its own structure and services within the overall Trading Standards Service. The Moray Council Trading Standards Service is one example as it includes Money Advice and Licensing Standards within its Services and this is not repeated in the other Councils.

### 1. COST OF SERVICE

This graph shows the net cost of the Trading Standards Service in each Authority.



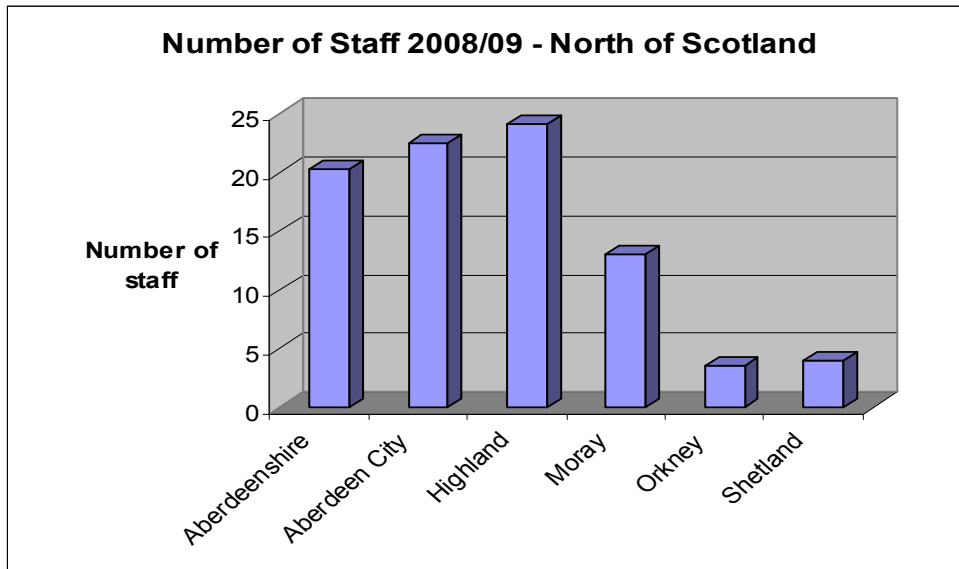
And this graph shows the cost of the Service per 1,000 head of population.



\* For Moray Council Trading Standards, the net cost would be £4,130 if the costs of the Money Advice and Licensing Standards functions were removed.

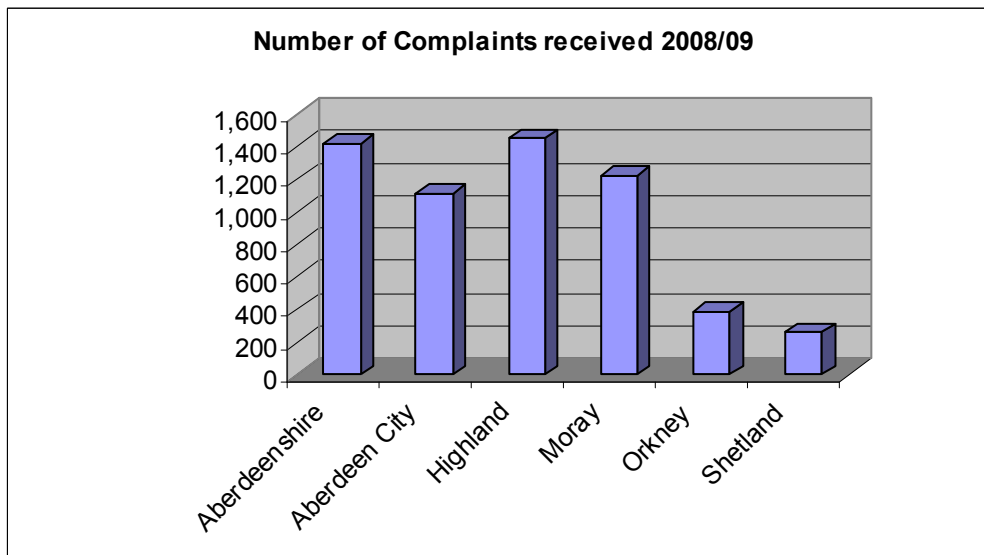
## 2. NUMBER OF STAFF

This graph shows the number of full time equivalent staff employed by each Service during 2008/09.

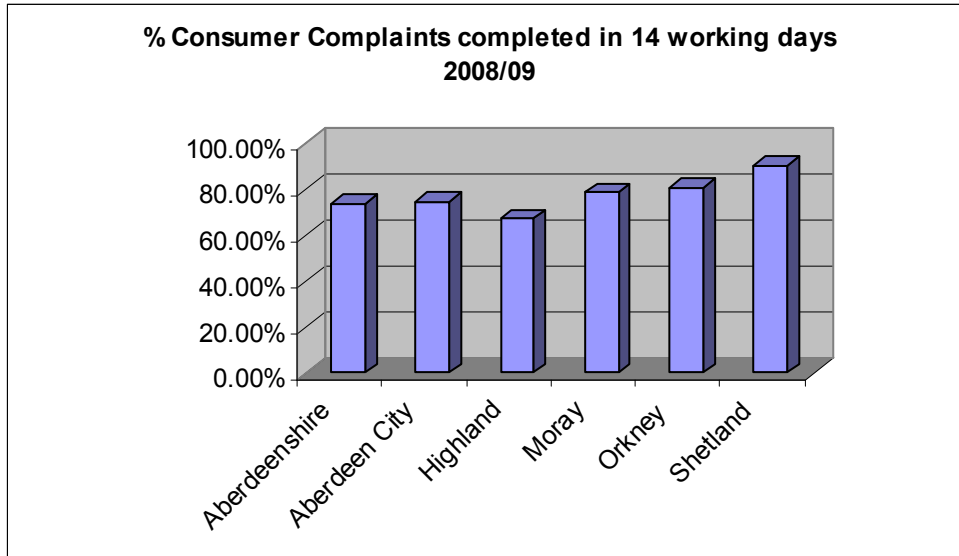


## 3. CONSUMER COMPLAINTS

The first graph shows the overall number of consumer complaints dealt with by each Service. This does not include work done on each Authority's behalf by Consumer Direct Scotland.

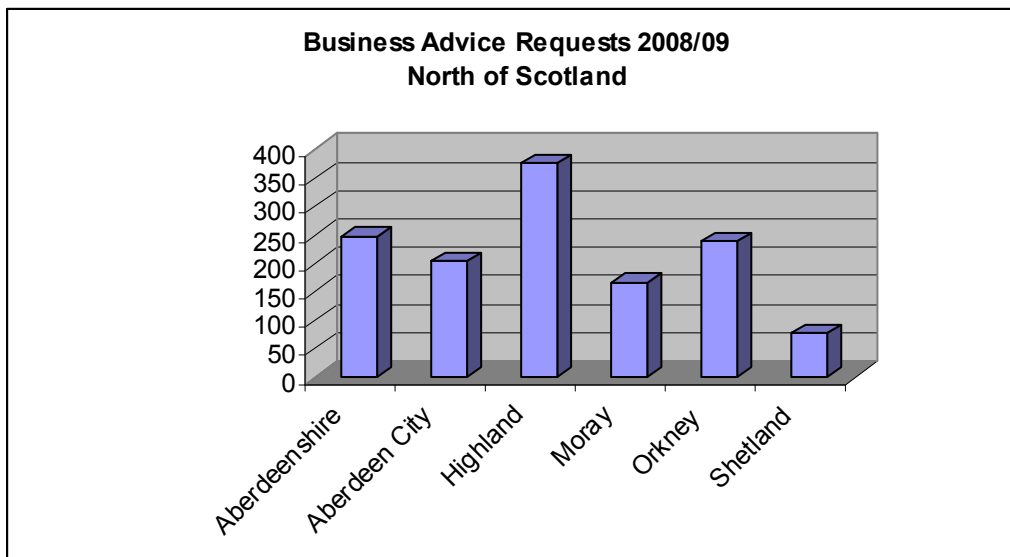


Whilst the second graph shows the percentage figure of the number of consumer complaints completed within 14 days. Since 2004/5, Consumer Direct Scotland now provides 1<sup>st</sup> tier consumer advice and forwards more complex cases requiring intervention to Trading Standards. These cases take longer to resolve, therefore resulting in slightly reduced performance figures.

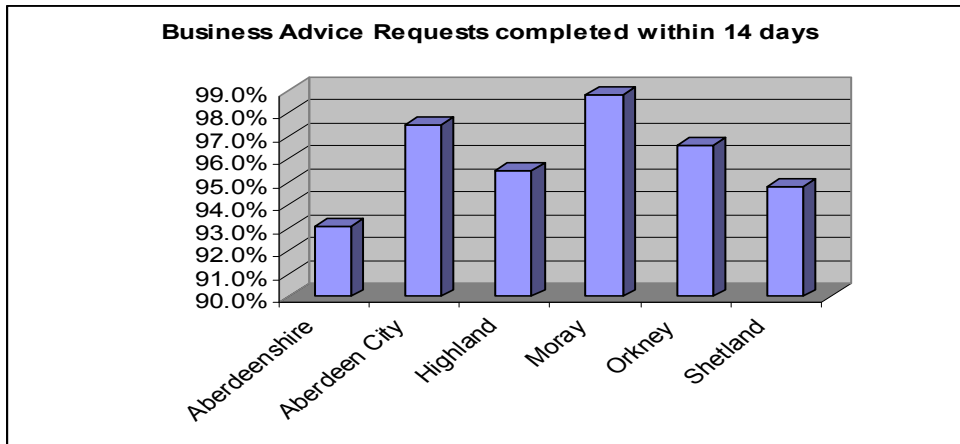


#### **4. BUSINESS ADVICE**

The next graph shows the number of business advice requests received by each Service during 2008/09.

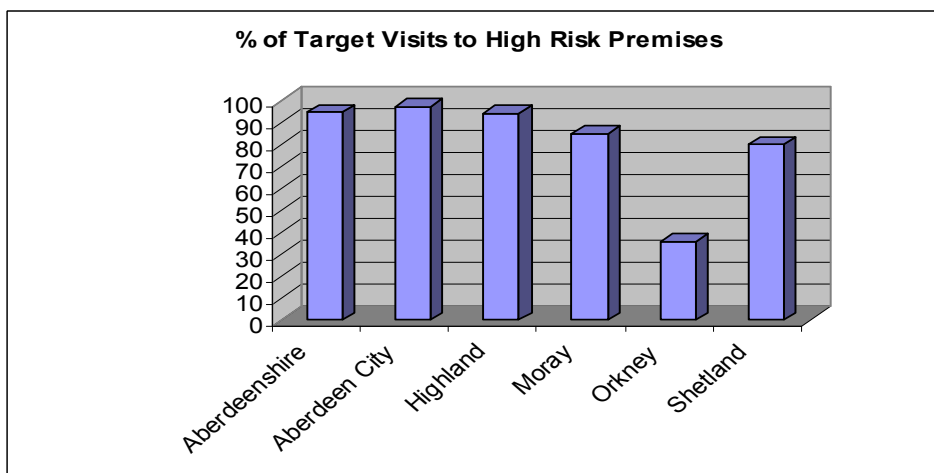


This graph demonstrates the percentage of these requests which were dealt with and completed with 14 days.

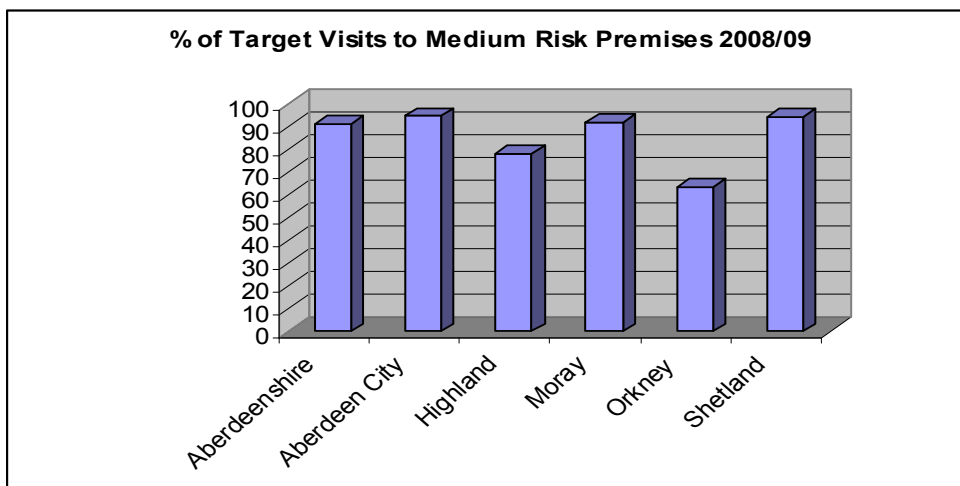


### 5. % TARGET VISITS

This first graph shows the percentage number of routine inspection visits to High Risk Businesses for each Service.

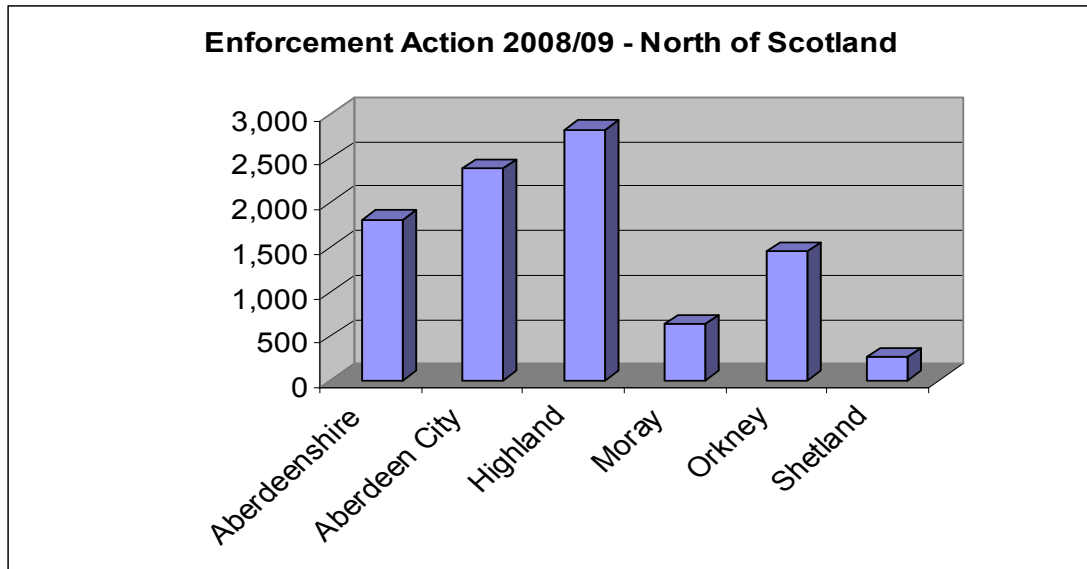


Whilst the next graph, shows the percentage of routine inspections to Medium Risk Business.

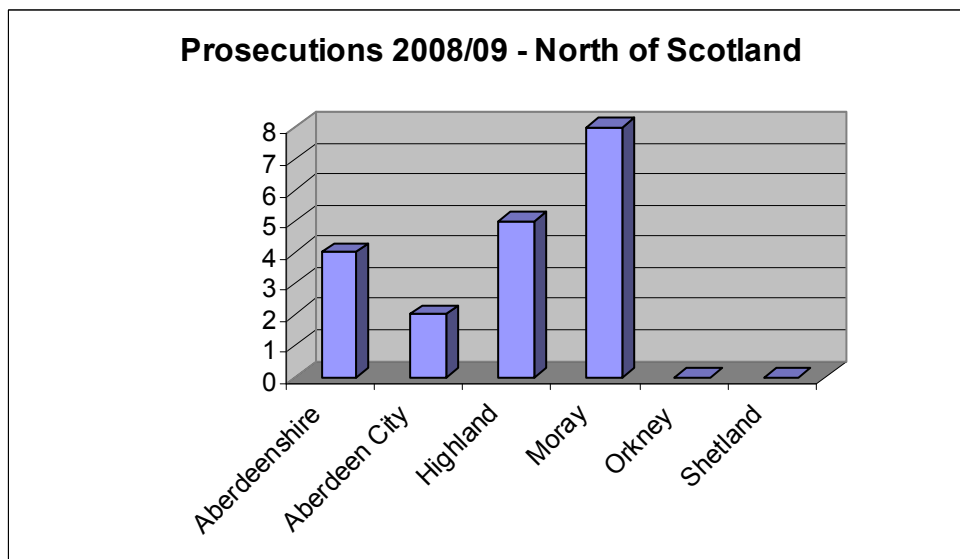


## 6. ENFORCEMENT & PROSECUTIONS 2008/09

The next graph shows the number of enforcement actions carried out by each Authority in 2008/09.



The final graph shows the number of prosecutions recorded within 2008/09 by each Authority.



- Performance indicator results for all Scottish Trading Standards services can be obtained from [Audit Scotland](#).