

Workshop report

Keeping one step ahead of the Games 2012! Trading standards and environmental health

15 June 2009

Summary of key issues

- Resources and capacity building including comprehensive training
- Brand Protection
- Links with other forms of criminality
- Leadership and engagement
- Sharing intelligence
- Developing comprehensive advice
- Partnership working and cross border authorisations

1. Introduction

- 1.1. The CIEH and TSI are striving to keep ahead of the Games in terms of environmental health and trading standards planning. As part of this process, a professional workshop was organised to bring together environmental health and trading standards professionals involved in areas that are hosting Olympic/Paralympic venues or events.
- 1.2. The report outlines the key discussions and outcomes of the workshop. Copies of the presentations are available separately on the CIEH website www.cieh.org.

2. Aims of the workshop

- 2.1. The workshop aimed to explore the issues and impacts of the Games in relation to trading standards. The workshop facilitated the sharing of experience and current policy/practice as well as identifying areas for further discussion, development and action. The attendees represented a wide range of local authorities within and outside London that either were hosting venues, neighbouring host authorities or were preparing for the potential for increased tourism or cultural events. Over 35 people attended the workshop held at Chadwick Court.
- 2.2. The CIEH role is to help support the environmental health contribution to the Games to ensure the highest standards of public and environmental health. This will be achieved through raising standards, enhancing professional practice and working

closely with the Olympic administration and partners. The CIEH acknowledges the significant experience and expertise that environmental health professionals have across the country and that through working together the CIEH can showcase how important environmental health action is to public health. The improvements to professional policy and practice, enhancement of skills sets within the profession and the resulting improvements to public health are part of our legacy for the Games.

2.3 The CIEH has already undertaken a number of initiatives in preparation for the Games. These initiatives include:

- Review of the Outdoor and Mobile catering guidance (now available for consultation)
- Development of pest minimisation guidance documents for the construction industry and for the hospitality industry
- Close liaison with LOCOG and a place on the LOCOG Food Advisory Group
- Close liaison with Olympic Delivery Authority (ODA)
- Scoping and capacity planning for environmental health services
- Environmental health briefing for senior managers at LOCOG
- New CIEH web page
- CIEH register of interest for environmental health volunteers

3. General update on the planning for the Olympics- Steve Miller, Head of Public Protection, L.B. Newham (Summary)

3.1. Steve Miller highlighted the need for common standards and a common approach across environmental health. This is being achieved through joining up host boroughs, London and local authorities throughout the UK. The common approach is being facilitated by the CIEH. With up to 500,000 visitors the Olympics will be the biggest world event in 2012. It will need to be delivered on time and it is a temporary event lasting in effect for just over 90 days. There are still debates around the legacy use of many of the venues.

3.2. The London host boroughs come together in a number of fora to discuss and plan the regulatory aspects of the Games. Joint Local Authority Building Control (JLAB) and the Joint Local Authority Regulatory Services (JLARS) are two examples of these groups. There are also plans to set up a London forum for regulators in relation to preparations for the Olympics. Funding from the ODA provides the £5m to the host boroughs for regulatory services. Importantly the profession must utilise the experience and expertise that exists across the country and worldwide - from previous Olympics, Commonwealth Games (1/10th size of the Olympics) and from events held in the large stadia such as Emirates, Wembley, Eastland and the large Greenfield festivals.

3.3. The planning does not just encompass the main event venues but a variety of other key sites including: training camps, athlete accommodation outside the Village, cultural Olympiad - big screen events, street events, tourist events.

3.4. It is also important to recognise the potential challenges for environmental health services around planning for the Olympics such as:

- Staffing
- Politics

- Experience and knowledge
- Timescale
- Large number of authorities and stakeholders involved
- Finance and resources

4. Intellectual property and London 2012, Bryan Lewin, TSI/ACTSO

- 4.1 The 2012 Games will be very different from the “make do and mend” 1948 Games with the sponsorship from Coca Cola, Brylcreem and Craven cigarettes. Women were barred from the event and Cooper Y-front underpants were given to all male competitors. However, it still made a profit. The Olympics offers a great opportunity for counterfeiting and scams.
- 4.2 The main legislative controls are the Olympic Symbol etc (Protection) Act 1995 which protects the use of words, symbol and motto in relation to goods. The London Olympic Games and Paralympic Games Act 2006 extend this controlled representation to include the Paralympics and provide enforcement powers to authorised officers. This also increases the penalties on conviction. Other legislative controls exist within a variety of other statutes including the Trade Marks Act 1994 Consumer Protection and Unfair Trading Regulations 2008.
- 4.3 Sanctions include advice, warnings and prosecution, fixed penalties, confiscation, ASBOs and others. IP links with other forms of criminality such as drugs, deception and fraud, unfit food, offensive weapons handling stolen goods etc.

5. Impact on Trading Standards – John McCrohan, LBTower Hamlets

- 5.1 John highlighted that there is 1,138 days to go and that this will impact UK wide through e-business which can be accessed anywhere on line. Chris Atak (Metropolitan Police) will be controlling access within the Olympic venues but outside of this there will be real challenges. There are 270 TSOs employed in London who will not only be supporting the preparations for the Games but will need to continue with the day to day service. The LOTSA strategy is currently being developed and is looking at cross border authorisations, intelligence sharing, secondments, prosecution and logistics. The strategy will embody Olympic brand protection, consumer/tourist protection, business protection.
- 5.2 The Olympics poses a major challenge for trading standards not only in terms of intellectual property but also in respect of ambush marketing, providing information to tourists, dealing with seized articles and forensics. Ebay and new methods of e-business will increase innovation in criminality. LB Newham will be acting as lead authority.

6. Summary of issues and next steps from small group discussions

- **Brand protection** - likely to be an area where there will be significant criminal activity. Awareness campaigns around “scams”.
- **Consistency of standards** - SMART enforcement using shared intelligence (Scottish model), OFT database, UK wide intelligence even if there is no regional Intelligence officer.

- **Leadership** - who is leading nationally? There needs to be clear set of objectives with action within a time frame. Clarifying who is responsible for what action. Who will co-ordinate?
- **Fast track prosecutions** - uniform approach to enforcement protocols and review of practical support such as storage facilities. Looking at new ways of working. Link in with local courts to process cases quickly
- **Engagement** - everyone understanding the impact and how they can contribute to planning and preparations. This will also involve engagement with other professions, regulatory services beyond EH and TS
- **Advice provision** - to businesses, consumers and visitors. Information could be linked to ticket provision, must be multi lingual
- **Emergency and resilience planning** - SAGs and professional involvement
- **Cross border authorisations** - working in partnership
- **Funding** - existing resources will be inadequate to support preparations and implementation of programme for the Games
- **Training and risk based approach** - particularly if using different officers to help support enforcement
- Acknowledging the importance of this work to the UK/London reputation
- Food safety will be a priority - also health and safety and public health
- **Hospitality** - accommodation scams
- **Crime and disorder** - anti social behaviour

7. Further action

- 7.1 The CIEH will be pulling together the key issues and actions arising from this workshop and the other workshops held for environmental health and will tie these into the current programmes that are happening or will seek to ensure that they are addressed in some way. The CIEH will continue to work with partners and especially with LOCOG, ODA, LACORS, TSI and the host boroughs.

8. Further information

- www.tradingstandards.gov.uk
- www.actso.org.uk
- www.cieh.org/2012olympics
- www.london2012.org
- www.newham.gov.uk
- www.hse.gov.uk
- www.lacors.gov.uk

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