

REPORT

To: PLANNING & ENVIRONMENT (PROTECTIVE SERVICES) SUB-COMMITTEE	Subject: TRADING STANDARDS INSTITUTE MEDIA AWARDS	
From: DIRECTOR OF PLANNING AND ENVIRONMENT		
Date: 9 TH AUGUST 2005	Ref: DR/TS	

1.0 Introduction

1.1 This report is to inform members of the success of the Trading Standards Service in the Trading Standards Institute (TSI) Media Awards 2005.

2.0 Background

2.1 The TSI Media Awards are aimed at celebrating excellence in consumer journalism and broadcasting. The awards are presented at the TSI Annual Conference, and go to writers and programme makers who do most to aid the trading standards goals of educating and protecting consumers. Previous winners include the BBC's Watchdog programme, Radio 4's You and Yours and BBC Scotland's Gillian Marles.

2.2 There are various categories including awards for national and regional consumer journalists, best newspaper campaign and best consumer TV and radio programmes. There is also an award for the best local authority press office team.

3.0 Consideration

3.1 The theme of this year's awards was "Promoting Trading Standards in Partnership". The panel of judges included Alan McLoughlin, National Media Relations Manager - British Gas, Phil Bastable, Assistant Director - Consumer Direct, and Mike Ricketts, Head of Communications - Office of Fair Trading. The awards were made at the TSI Conference in Brighton in June and were sponsored by British Gas. Alan Milburn MP made the presentations.

3.2 The Council's Trading Standards Service had been nominated along with those from South Lanarkshire, South Ayrshire, Fife and Perth & Kinross councils in the Best Media Innovation category for their participation in the BBC TV series The Enforcers. In selecting these authorities as the winners, the Judges commented: "It was a brave decision for the Councils to take part in this series – but one that was thoroughly vindicated by the programmes (and the public's reaction to them) when they were aired".

3.3 BBC Scotland also won the award for the Best Consumer TV Programme for The Enforcers. In the Judges' view " this was a primetime TV programme that demonstrated the range of work – both serious and not so serious – that trading standards services get involved in. As well as the viewing figures, the series also generated plenty of media coverage to boost public awareness of trading standards."

4.0 Recommendations

4.1 The sub-committee are invited to note the contents of this report.



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26 July 2005

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