

# **Illicit Tobacco – A Trading Standards Perspective**

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# Cumbria's Trading Standards

40 staff responsible for.....

Livestock Disease Controls, Food Composition, Food Labelling, Food Standards, Consumer Credit, Weights & Measures, Product Safety, Doorstep Fraud, Anti Counterfeiting, Consumer Contracts, Unfair Trading Practices, Estate Agency, Descriptions of Products, Holidays, Services, Secondhand Car, Fertilizers, Animal Feeds, Price Indications, Sale of Poisons and Fireworks, etc, etc

**AND .....Illegal Sales of Tobacco Products to Children & Young People!**

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# Trading Standards Interest?

- “While we’re here.....”
- Fair Trading and Competition
- Protection of Children & Young People
- Regional funding from Dept of Health

# Trading Standards Operations

- Kendal Town Centre Pub
- Barrow Joint Operations with HMRC
- South Lakes Ice Cream Van

# But.....



- Huge county
- 1,000s of shops, pubs
- 1,000s of workplaces
- Little public support
- Young people like a challenge!

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# Trading Standards Pledge...

- To keep our eyes and ears open...
- To support joint operations.....
- To conduct 'test purchases' in areas of high smoking prevalence.

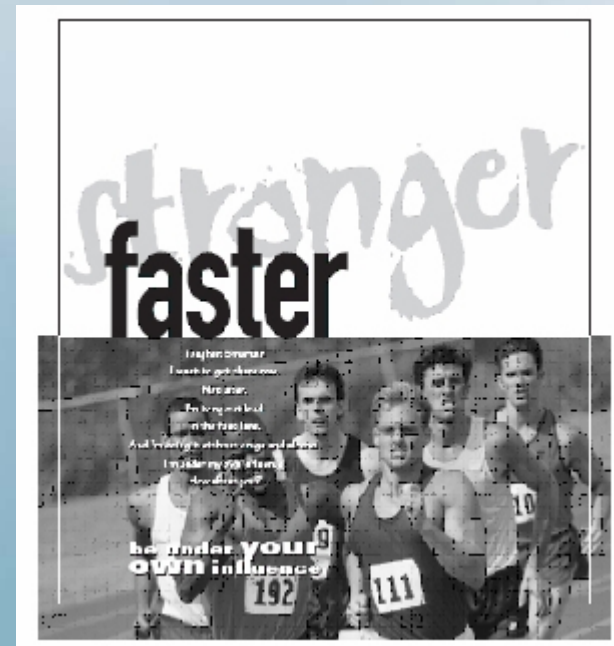
# Influence.....



**wild**  
**wonderful**

Friends since we can't remember when.  
Puke overnights. Driving our parents crazy.  
And being there for each other  
when things get tough.  
Teamwork. It means making the right decisions  
Clear and smart.  
But? We just don't do it.  
Pressure doesn't get to us.  
Because we're in this  
together.

**be under your  
OWN influence**



**stronger**  
**faster**

Lighter runner  
I want to get ahead now  
No matter.  
You keep on lead  
I'm under your lead.  
And I want to win every race and every  
I'm under your lead  
I'm under your lead  
I'm under your lead

**be under your  
OWN influence**

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