

Environment, Culture and Communities Department

Work Plan – 2009 to 2010 ANNEX D

Division: Environment and Public Protection
Section: Trading Standards and Licensing
Team: Licensing

Council Priority area	Service Action	Service Task	Target/Measure Inc National/Local indicators	Lead Officer	Comments eg: where the task comes from
5	Continue to improve our service by managing our performance and comparing ourselves against national performance measures	Ensure all applications processed within agreed performance indicators and as required by legislation	Monthly reports run to ensure local and legislative performance indicators are met	LD	Local performance indicator (PI) Legislative requirement
5	Enable the resolution of disputes between consumers and businesses through effective advice, information and intervention	Ensure all complaints and enquiries processed within agreed performance indicators	Monthly reports run to ensure local and legislative performance indicators are met	LD	Local and legislative performance indicators
4	Investigate serious or illegal practices by way of formal enforcement and other interventions against those businesses causing most detriment				
4	Deliver a targeted inspection programme focussing on those businesses presenting the highest risk to consumers	Carry out all programmed inspections in accordance with risk assessments	109 programmed inspections completed by end March 2010 and all revisits completed within one month to check compliance	LD	Hampton Review - Better Regulation National priority - Alcohol Licensing

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4	Ensure effective licensing in Bracknell Forest through a programme of intelligence led enforcement activities to monitor and improve business compliance	Carry out 400 driver/vehicle checks and at least two multi-agency taxi enforcement checks	All inspections and multi-agency checks carried out by end March 2009	NK	Hampton Review - Better Regulation Local PI
4	Contribute to crime and disorder reduction within Bracknell Forest including the reduction of anti social behaviour by risk based assessment and monitoring of licensed activity	Licensing Enforcement Protocol to be drafted with relevant agencies	Protocol completed and in place by end May 2009	LD	Hampton Review - Better Regulation National priority - Alcohol Licensing
4	<p>Ensure effective licensing in Bracknell Forest through a programme of intelligence led enforcement activities to monitor and improve business compliance</p> <p>Contribute to crime and disorder reduction within Bracknell Forest including the reduction of anti social behaviour by risk based assessment and monitoring of licensed activity</p> <p>Investigate serious or illegal practices by way of formal enforcement and other interventions against those businesses causing most detriment</p>	Carry out regular enforcement operations outside of normal working hours with other enforcement agencies	Minimum of one late shift per month as and when required and at least 120 in-performance inspections	LD	Hampton Review - Better Regulation National priority - Alcohol Licensing

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4	Contribute to crime and disorder reduction within Bracknell Forest including the reduction of anti social behaviour by risk based assessment and monitoring of licensed activity	Joint visits with TVP to new DPS at premises as and when necessary	Visits to new DPS carried out with TVP where timetables allow; to target at least 50% of applications	SW	National priority - Alcohol Licensing
4	Deliver a targeted inspection programme focussing on those businesses presenting the highest risk to consumers	Site audits for park home sites carried out in line with 5 year audit plan	Site audit carried out by end March 2010	SW	Hampton Review - Better Regulation
5	<p>Provide easy to access and read information for businesses on licensing matters</p> <p>Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden</p>	Educate and inform local businesses to ensure they are aware of any changes in legislation and their duties as licence holders	Attend and assist with Pubwatch meetings as required	LD	National priority - Alcohol Licensing
6	Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden	Educate and inform local businesses to ensure they are aware of any changes in legislation and their duties as licence holders	Produce annual newsletters for licensed premises and taxi drivers	SW/ BW	Hampton Review - Better Regulation

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6	Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden	Take lead role for Safety Advisory Group	Carry out all administration in relation to event forms and meetings	LD	Corporate initiative to ensure safe events
4	Through partnership working deliver a licensing service that delivers more for less	Ensure Safety Advisory Group documentation up to date	Re-issue SAG Guidance Manual by May 2009	LD	Hampton Review - Better Regulation
6	Provide an efficient and seamless service from the application to the grant of a licence or permit	Ensure all application forms and guidance are up to date and available on website	Forms and guidance reviewed and updated	LD	Hampton Review - Better Regulation E-government agenda
6	Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden	Liaise with trade wherever possible to ensure awareness of redevelopment plans	Attend Town Centre Update meetings and liaise with Redevelopment team as requested	LD	National priority - Alcohol Licensing
1	Develop the use of our knowledge, intelligence, operational support and partnerships to improve planning and delivery				

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6	Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden	Ensure that public can obtain details of licences and applications where appropriate	Online and public register maintained and neighbouring properties of licensed premises notified of applications as per agreed procedure	LD	Hampton Review - Better Regulation E-government agenda National priority - Alcohol Licensing
5	Ensure our staff and members have the knowledge, skills and support to deliver a modern licensing service	Ensure members of Committee are aware of and up to date with changes in legislation	Reports and training sessions to Committee members when necessary	LD RJS	Hampton Review - Better Regulation National priority - Alcohol Licensing
6	Review our plans, policies and strategies to ensure that they meet the needs and expectations of our stakeholders	Review policies where appropriate	Plan implemented to ensure Gambling policy reviewed by Dec 2009	LD	Legal requirement
5	Through partnership working deliver a licensing service that delivers more for less	Monitor budget and review fees and charges	Budget monitored on monthly basis and fees and charges reviewed annually through Committee	RJS	Audit purposes

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5	Develop the use of our knowledge, intelligence, operational support and partnerships to improve planning and delivery	Ensure information shared between staff	FAQs on shared drive reviewed annually and updated as required	LD	Hampton Review - Better Regulation
5	Develop the use of our knowledge, intelligence, operational support and partnerships to improve planning and delivery	Update practice notes to clarify procedure and practice within section	Practice notes relating to professional practice, M3 and performance indicators identified, developed and implemented	RJS	Hampton Review - Better Regulation National priority - Alcohol Licensing
5	<p>Continue to improve our service by managing our performance and comparing ourselves against national performance measures</p> <p>Provide an efficient and seamless service from the application to the grant of a licence or permit</p>	Ensure customers are satisfied with service provided	<p>Customer surveys sent out in respect of complaints, inspections and applications.</p> <p>80% satisfaction rate target</p> <p>NKPI 182</p>	LD	Hampton Review - Better Regulation National performance Indicator

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6	Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden Improve access to and awareness of Licensing services for consumers and businesses	Provide talks and presentations to consumers and businesses on Licensing issues	To respond to a maximum of 5 requests for talks	LD	Hampton Review – Better Regulation
6	Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden Improve access to and awareness of Licensing services for consumers and businesses	Continue to develop and update Internet and Intranet information	Internet and intranet up-to-date and relevant	NK	Hampton Review – Better Regulation

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4	Support older and/or vulnerable people to lead independent and safe lives by providing a taxi service suitable for their needs	Ensure safe access to hackney carriages by wheelchair users	All new and replacement hackney carriages to be wheelchair accessible by March 2010 and all new driver applicants to undertake DSA practical wheelchair test	NK	Council Cohesion policy Key Tasks 1.4 and 1.5 and Disability Equality Scheme Actions 6.1 and 6.2
4	<p>Review our plans, policies and strategies to ensure that they meet the needs and expectations of our stakeholders</p> <p>Develop the use of our knowledge, intelligence, operational support and partnerships to improve planning and delivery</p>	Monitor ethnic origin of all applicants for taxi licences in compliance with equal opportunities and cohesion policy	Ethnic origin information recorded for taxi driver applicants and compared to enforcement action data	LD	Council's Race Equality Scheme

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5	Provide an efficient and seamless service from the application to the grant of a licence or permit	Ensure accuracy of data held on M3 database	Data check all licence information to be carried out by end August 2009	SC	Local PI
4	Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden	Work with TS and EH to initiate a 'single inspection' service to reduce burden on businesses	Competency matrix to be agreed and officers appropriately trained where funding available	RJS	Hampton Review - Better Regulation
4	Develop the use of our knowledge, intelligence, operational support and partnerships to improve planning and delivery	Berkshire-wide agreement to permit cross border working and authorisation of Licensing Officers to assist with business continuity and personal development	Agreement signed and implemented	RJS	Hampton Review - Better Regulation Business continuity
4	Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden	Review Caravan site licences conditions in light of legislative changes	All licences reviewed and process to vary the licences in place	SW	Legislative changes

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6	Provide a high quality advice and support service to businesses to help improve current and future compliance and reduce unnecessary burden	To prepare for compliance with the requirements of the European Services Directive in respect to licensing functions	Legislation to be implemented within UK by 28 December 2009 Service to meet legal requirements	RJS	EU Regulations

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PERFORMANCE INDICATORS

Type of Application	Length of time following receipt of fully complete and valid application
Taxi applications	2 clear working days
Premises Licence (new and variation)	1 month if no hearing required 2 months if hearing required
Personal Licences	5 working days if clear CRB Disclosure 6 weeks if hearing required
Variation DPS/Transfer	21 days if no objection received 6 weeks if hearing required
All other licences, permits, registrations and consents	5 working days (if no hearing required, following close of any consultation period) 2 months if hearing required
TENS	96 hours or 1 clear working day, whichever is longest
Inspections	100% of all programmed inspections by end of year 120 out of hours inspections by end of year
Revisits	100% within 1 month where non-compliant
Complaints/Enquiries	First response within 2 working days
Taxis	400 vehicle/driver checks and at least one multi-agency check completed per year