


















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

| Service Task | Target/Measure Inc National/Local indicators | Lead Officer | How we did | |
|--|---|-----------------|--|---|
| Ensure all applications processed within agreed local performance indicators and as required by legislation | Monthly reports run to ensure that 95% targets met | LD | 97% achieved |  |
| Ensure all complaints and enquiries processed within agreed local performance indicators | Monthly reports run to ensure that 95% targets met | LD | 93.5% achieved |  |
| Ensure customers are satisfied with service provided | Customer surveys sent out in respect of inspections, 80% satisfaction rate target | LD | No data presently available |  |
| To introduce similar surveys which look at customer experience of applications or complaints dealt with by the section | Survey established | LD | Not introduced |  |
| 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 new DPS applications | SW | Achieved and new arrangements introduced |  |
| Carry out all programmed inspections in accordance with risk assessments | 116 programmed inspections completed by end March 2011 | LD | 139 inspections conducted |  |






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| | 100% revisits completed within one month to ensure compliance | | Achieved 100% |  |
| Carry out 500 driver/vehicle checks and at least two multi-agency taxi enforcement checks | All inspections and multi-agency check carried out by end March 2011 | NK | 360 vehicles checked with 44 failing requirements |  |
| 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 120 out of hours inspections | LD | Achieved |  |
| 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 Pub watch meetings as required approx 12 per year | SW | Attended all Pub Watch meetings |  |
| Site audits for park home sites carried out in line with 5 year audit plan | 5 site audits carried out by end March 2011 | SW | 5 conducted |  |
| Review Caravan site licences conditions in light of legislative changes | All licences reviewed as part of a site audit | SW | In consultation process |  |






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| Educate and inform local businesses to ensure they are aware of any changes in legislation and their duties as licence holders | Produce an annual newsletter for licensed premises and taxi drivers | SW/ NK | Newsletters to taxi and alcohol licensed trades sent |  |
| Ensure all licensees are aware of the conditions attached to their licences | Re-issue all LA03 premises licences by December 2010 to include new mandatory licence conditions | LD | Ongoing |  |
| Take lead role for Safety Advisory Group | Carry out all administration in relation to event forms and meetings approx 40 events per year | LD | Over 40 events processed |  |
| Ensure all application forms and guidance are up to date and available on website | Forms and guidance reviewed and updated | LD | All electronic forms updated |  |
| 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 | Register maintained. e-gov agenda met within legislative time frame |  |






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| Ensure members of Committee are aware of and up to date with changes in legislation | Reports, briefing and training sessions to Committee members as and when necessary | LD RJS | Updates given to members through Licensing and Safety Committee |  |
| Review policies where appropriate | Plan implemented to ensure Licensing Act 2003 statement of policy reviewed by January 2011 | LD | Licensing Act policy reviewed and re-issued. Sexual Entertainment Policy introduced |  |
| Monitor budget and review fees and charges | Budget monitored on monthly basis and fees and charges reviewed annually at October 2010 Committee meeting | RJS | Service delivered with agreed budgets Fees reviewed and set |  |
| Ensure information shared between staff | FAQs on shared drive reviewed annually and updated as required | LD | Ongoing |  |
| 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 | Ongoing |  |

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| Monitor and ensure compliance with the requirements of the European Services Directive in respect to licensing functions | All relevant licences and process available online | RJS | Compliance achieved |  |
| Provide talks and presentations to consumers and businesses on Licensing issues | To respond to a maximum of 5 requests for talks | LD | Achieved |  |
| Continue to develop and update Internet and Intranet information | Intranet up to date and relevant | LD | Completed |  |
| Ensure safe access to hackney carriages by wheelchair users | All hackney carriages to be wheelchair accessible by May 2010; all new driver applicants to undertake DSA practical wheelchair assessment and all to attend disability awareness training | NK | All Hackney Carriages have improved disability access and are wheelchair accessible. Additional customer service training provided to taxi drivers |  |
| Monitor ethnic origin of all applicants for taxi licences in compliance with equal opportunities and cohesion policy | Ethnic origin information recorded for drivers and compared with enforcement action data | NK | Data collected |  |

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| Work with TS and EH to initiate a 'single inspection' service to reduce burden on businesses | Working model adopted and working effectively | RJS | Achieved for special treatment premises |  |
| Ensure appropriate legislation is adopted to enable licensing of sexual entertainment venues | Resolution to adopt legislation in place by March 2011 | LD | Legislation adopted and Policy document in place |  |
| Policy and guidance documents created for applicants | Policy and guidance in place by start of transition period | LD | Achieved |  |
| Take part in Community Alcohol Partnership | Engagement within a successful project | RJS | Worked with Trading Standards, Youth Service and Thames Valley Police to raise awareness and reduce incidence of successful test purchases |  |
| Check that gaming machines in licensed premises are appropriately licensed and compliance with Gambling Commission code of practice | Check 50% of all licensed premises by March 2011 | LD | Over 50% checked |  |