

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 e.g. 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 local performance indicators and as required by legislation	Monthly reports run to ensure that 95% targets met	LD	Local and legislative performance indicators
5	Enable the resolution of disputes between consumers and businesses through effective advice, information and intervention	Ensure all complaints and enquiries processed within agreed local performance indicators	Monthly reports run to ensure that 95% targets 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				
5	Develop the use of our knowledge, intelligence, operational support and partnerships to improve planning and delivery	To develop a credible and effective intelligence led service	Officers to enter data onto ibase and to use it to effectively direct resources	RJS	Hampton Review - Better Regulation
5	Provide a an efficient and seamless service from the application to the grant of a licence or permit	To introduce surveys which look at customer experience of applications or complaints dealt with by the section	Survey established	LD	Hampton Review - Better Regulation

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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 Investigate serious or illegal practices by way of formal enforcement and other interventions against those businesses causing most detriment	Carry out at least one multi agency operation directed at the safety of children in taxis or private hire vehicles	At least one operation conducted and the results reported to Licensing and Safety Committee by March 2012	LD	Hampton Review - Better Regulation
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	153 programmed inspections completed by end March 2012 and 100% of revisits completed within one month	LD	Hampton Review - Better Regulation National priority - Alcohol Licensing
4	Ensure effective licensing in Bracknell Forest through a programme of intelligence led enforcement activities to monitor and improve business compliance	Carry out 350 driver/vehicle checks and at least two multi-agency taxi enforcement checks	All inspections and multi-agency checks carried out by end March 2012	NK	Hampton Review - Better Regulation Local PI

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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>	<p>Carry out regular enforcement operations outside of normal working hours to monitor compliance and respond to intelligence and complaints</p>	<p>At least 8 evening or weekend shifts carried out by end of March 2012</p>	LD	<p>Hampton Review - Better Regulation</p> <p>National priority - Alcohol Licensing</p>
5	<p>Provide easy to access and read information for businesses on licensing matters</p>	<p>Educate and inform local businesses to ensure they are aware of any changes in legislation and their duties as licence holders</p>	<p>Attend and assist with Pubwatch meetings as required, approx 12 per year</p>	SW	<p>National priority - Alcohol Licensing</p>

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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	3 site audits carried out by end March 2012	LD	Hampton Review - Better Regulation
	Improving the cooperation, effectiveness and efficiency of service delivery by working with partners on shared aims	Conduct consultation exercises upon Animal Boarding Establishments Hackney Carriage Tariffs Metered fares Chauffeur licence	Consultations completed and reports to Licensing and Safety Committee where appropriate	LD RS	
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 an annual newsletter for licensed premises and taxi drivers	SW/ NK	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	Ensure all licensees are aware of the conditions attached to their licences	Re-issue at least 50% of LA03 premises licences by March 2012 to include new mandatory licence conditions	LD	The Licensing Act 2003 (Mandatory Licensing Conditions) Order 2010

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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 approx 50 events per year	LD	Corporate initiative to ensure safe events
6	Provide a 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	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, briefing and training sessions to Committee members as and when necessary	LD RJS	Hampton Review - Better Regulation National priority - Alcohol Licensing

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6	Review our plans, policies and strategies to ensure that they meet the needs and expectations of our stakeholders	Review where required policies required by legislation	None due for review in 2011-12	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 in line with Council budget cycle	RJS	Audit purposes
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 LD	Hampton Review - Better Regulation National priority - Alcohol Licensing

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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	Monitor and ensure compliance with the requirements of the European Services Directive in respect to licensing functions	All relevant licences and process available online	LD	EU Services Directive
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 information	Internet up to date and relevant	LD	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 driver applicants to undertake DSA practical wheelchair assessment	NK	Council Cohesion policy Key Tasks 1.4 and 1.5 and Disability Equality Scheme Actions 6.1 and 6.2
4	Review our plans, policies and strategies to ensure that they meet the needs and expectations of our stakeholders Develop the use of our knowledge, intelligence, operational support and partnerships to improve planning and delivery	Monitor ethnic origin of all applicants for taxi licences in compliance with equal opportunities and cohesion policy	Ethnic origin information recorded for driver applicants and compared with enforcement action data by Sept 2011	NK	Council's Race Equality Scheme
4	Ensuring staff have the knowledge, skills and support to deliver the service	Ensure that staff are working within a safe environment through regular review of health and safety risk assessments	Review health and safety risk assessments in line with agreed programme	LD RJS	Health and Safety legislation

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4	Ensuring staff have the knowledge, skills and support to deliver the service Review of policies, plans and strategies to ensure they are meeting needs and expectation of our stakeholders	Look for improvements within processes that increase efficiency and effectiveness Driver photos Storage of documents	Matters considered, proposals made and decisions taken.	LD	Hampton Review - Better Regulation
4	Ensure effective licensing in Bracknell Forest through a programme of intelligence led enforcement activities to monitor and improve business compliance	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 2012	LD	

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Local Performance Indicators

Type of Application	Length of time to issue licence following receipt of complete & valid application
Taxi applications	2 clear working days on 95% of applications
Premises Licences	3 clear working days on 95% of applications
Personal Licences	3 clear working days on 95% of applications
Variation DPS/Transfer	3 clear working days on 95% of applications
All other licences, permits, registrations and consents	3 clear working days on 95% of applications
Inspections	100% of all programmed inspections by end of year
Revisits	100% within 1 month where non-compliance found
Complaints/Enquiries	First response within 2 working days on 95% of complaints Completed within 30 days on 95% of complaints
Taxis	350 vehicle/driver checks Participation in at least 2 multi-agency checks

Please note that all of the above are targets.