

**Current Licences
2011/2012**

Type	No	Type	No
Hackney Carriage Drivers	173	Personal Licences	926
Hackney Carriage Vehicles	86	Premises Licences	233
Home to School Drivers	17	Temporary Event Notices	280
Home to School Vehicles	20	Club Premises Certificates	28
Private Hire Vehicles	190	Petroleum	16
Private Hire Drivers	147	Explosives	28
Private Hire Operators	43	Tattoo, acupuncture, piercing etc (Personal Registration)	80
Poisons	5	Tattoo, acupuncture, piercing etc (Premises Registration)	49
Animal Boarding Establishments	3	Street Collections	87
Home Boarding of animals	12	Street Trading	17
Riding Establishments	4	House to House Collections	16
Performing Animals	5	Gaming Permits	55
Pet Shops	7	Gambling Premises	14
Hairdressers	60	Lotteries	64
Motor Salvage	3	Caravan Sites	13
Scrap Metal Dealers	3		

Environment, Culture and Communities Department

Work plan – 2012 to 2013

Division: Environment and Public Protection
Section: Regulatory Services
Team: Licensing

Council Priority area	Service Action	Service Task	Target/Measure Inc National/Local indicators	Lead Officer
	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
	<p>Enable the resolution of disputes between consumers and businesses through effective advice, information and intervention</p> <p>Investigate serious or illegal practices by way of formal enforcement and other interventions against those businesses causing most detriment</p>	Ensure all complaints and enquiries processed within agreed local performance indicators	Monthly reports run to ensure that 95% targets met	LD
	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
	Provide a an efficient and seamless service from the application to the grant of a licence or permit	To introduce similar surveys which look at customer experience of applications or complaints dealt with by the section	Survey established	LD

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	<p>Ensure effective licensing in Bracknell Forest through a programme of intelligence led enforcement activities to monitor and improve business compliance</p> <p>Investigate serious or illegal practices by way of formal enforcement and other interventions against those businesses causing most detriment</p>	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 2013	LD
	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	179 programmed inspections completed by end March 2013 and 100% of revisits completed within one month	LD
	Ensure effective licensing in Bracknell Forest through a programme of intelligence led enforcement activities to monitor and improve business compliance	Carry out 300 driver/vehicle checks and at least two multi-agency taxi enforcement checks	All inspections and multi-agency checks carried out by end March 2013	NK

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	<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 2013</p>	<p>LD</p>
	<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>	<p>SW</p>

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	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	1 site audit carried out by end March 2013	LD
	Improving the cooperation, effectiveness and efficiency of service delivery by working with partners on shared aims	Conduct consultation exercises upon Gambling Policy	Consultations completed and reports to Licensing and Safety Committee where appropriate	LD RS
	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
	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	Ensure all LA03 premises licences include new mandatory licence conditions by end March 2013	LD

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	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
	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
	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
	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

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	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	Gambling Policy to be reviewed in 2012-2013	LD
	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
	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
	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

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	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
	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
	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

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	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
	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 as required	NK
	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

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	<p>Ensuring staff have the knowledge, skills and support to deliver the service</p> <p>Review of policies, plans and strategies to ensure they are meeting needs and expectation of our stakeholders</p>	<p>Look for improvements within processes that increase efficiency and effectiveness</p> <p>Driver photos Storage of documents</p>	<p>Matters considered, proposals made and decisions taken.</p>	<p>LD</p>
	<p>Ensure effective licensing in Bracknell Forest through a programme of intelligence led enforcement activities to monitor and improve business compliance</p>	<p>Check that gaming machines in licensed premises are appropriately licensed and compliance with Gambling Commission code of practice</p>	<p>Check during all 179 licensed premises inspections by March 2013</p>	<p>LD</p>

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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
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
Complaints/Enquiries	First response within 5 working days on 95% of complaints Completed within 30 days on 95% of complaints
Taxis	300 vehicle/driver checks Participation in at least 2 multi-agency checks