

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

National Priority	Council Priority	MTO	Regulatory Services Priority	Service Priority	Service Action	Outcome measure	Priority
1	6	11	6	Provide an efficient and seamless service for applications	Carry out surveys which look at customer experience of applications process	Surveys carried out for two months within calendar year	M
1	6	11	6	Provide an efficient and seamless service for applications	Ensure compliance with the EUSD for licensing function	Continued ability to accept online applications	H
1	6	11	6	Provide an efficient and seamless service for applications	Manage and provide support to the Safety Advisory Group	Advice provided for approx 50 local events per year	M
1	6	11	6	Provide an efficient and seamless service for applications	Review the provision of authorised garages for taxi testing	Reviewed and sufficient suitable garages appointed	H
1	6	11	6	Continue to improve our service by managing our performance and comparing ourselves against performance measures	Ensure applications are processed within agreed local performance indicators and as required by legislation	Monthly reports run to ensure that 95% target and legislative requirements met	H
1	4	11	1	Handle service requests through use of advice and information	Ensure service requests are handled within agreed local performance indicators	Monthly reports run to ensure that 95% target met Online and public register maintained Neighbouring property notifications conducted	H

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1	4	11	1	Handle service requests through use of advice and information	Carry out surveys which look at customer experience of complaints or enquiries	Surveys carried out for two months within calendar year	M
1	4	8	4	Ensure compliance through intelligence led and risk-rated monitoring with enforcement action where appropriate	Carry out multi-agency operations directed at licensed premises and vehicles, including mystery shopper operations	At least 2 multi-agency home to school vehicle checks At least 2 multi-agency taxi checks At least 2 multi-agency street trader checks Out of hours work as required	H
1	4	8	1	Deliver a targeted inspection programme focussing on those businesses presenting the highest risk to consumers	Carry out programmed inspections in accordance with risk rating	100% of high risk, 50% of medium risk and 20% low risk inspections completed by end March 2014 100% of revisits completed within one month 2 caravan site audits carried out by March 2014 300 vehicle/driver checks	M

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1	4	8	1	Provide easy to access advice and information for businesses on licensing matters to help improve compliance	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 Produce annual newsletter for licensed premises and taxi drivers and ensure available on website Provide talks and presentations to businesses on Licensing issues	M
1	4	8	6	Develop the use of our knowledge to improve planning and delivery	Ensure staff and Members are aware of and up to date with changes in legislation	Reports, briefings and training as and when necessary	H
1	4	8	6	Develop the use of our knowledge to improve planning and delivery	Update practice notes to clarify procedure and practice within section	Practice notes relating to professional practice identified, developed and implemented	M

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Local Performance Indicators

Type of Application	Length of time to issue licence following receipt of complete & valid application
TENs	1 clear working day on 95% of applications
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 high risk, 50% of medium risk and 20% low risk inspections
Revisits	100% within 1 month where non-compliance found
Service Requests (Complaints/Enquiries)	First response within 5 working days for 95% of complaints Completed within 30 days for 95% of complaints

Please note that all of the above are targets.