

Environment, Culture and Communities Department

Work plan – 2015 to 2016- Annex B

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

Priority area	MTO	Service Aim	Service Task	Target/Measure Inc National/Local indicators	Mandatory or desirable	Impact if not undertaken	What is the harm being addressed	Impact of taking action	Importance
		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	Desirable	Lack of knowledge on customer experience	Poor customer support	Assisting business to prosper	M
		Provide an efficient and seamless service for applications	Ensure compliance with the EUSD for licensing function	Continued ability to accept online applications	Mandatory	Breach of EU regulations	Businesses not being able to trade	Compliance with EU law and assisting business	H
		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	Desirable	Lack of local coordination and unsafe events	Events that are unsafe or disrupt community life	Well run events that are safe and provide for the community	M
		Provide easy to access advice and information for businesses on licensing matters to help improve compliance	Maintain guidance on applications and information on current licences on website	Online and public register maintained	Mandatory	Certain information required by law to be on website	Failing to deliver a satisfactory service for local businesses and consumers	Assisting customers and residents in understanding the licensing system	H

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		Provide easy to access advice and information for businesses on licensing matters to help improve compliance	Inform businesses and potential applicants about changes to legislation that may affect them	Newsletters for licensed trade?	Desirable	Applicants make inappropriate or invalid applications	Failing to deliver a satisfactory service for local businesses	Assisting licence holders and applicants in understanding the licensing system	M
		Provide an efficient and seamless service for applications	Inform local residents and businesses about applications that may affect them	Neighbouring property notifications conducted	Desirable	Residents and local businesses unaware of application	Failing to deliver a satisfactory service for local businesses and consumers	Assisting residents in understanding the licensing system and their powers	M
		Continue to improve our service by 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	Desirable - but mandatory in some cases	We fail to manage our performance and service standards slip and in some cases breach the law	Failing to deliver a satisfactory service and ensuring we comply with the law	We can judge our performance and improve our service	H

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		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	Desirable	Complaints and requests for service are not handled within agreed service levels	Failing to deliver a satisfactory service for local businesses/c onsumers	We can judge our performance and improve our service	H
		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 and work with Trading Standards on underage sales operations	At least 4 multi-agency licensed vehicle checks At least 2 multi-agency street trader/scrap metal checks Out of hours work as required	Desirable	Health and safety of users is put at risk. The business of the legitimate trade is put at risk by rogue traders	Licensable activity being carried out not in accordance with law, which risks nuisance and harm	Standards within the licensed trade are maintained to the benefit of consumers and good businesses	H

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		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% high risk, 50% medium risk and 20% low risk inspections completed and 100% revisits completed within one month 300 vehicle / driver checks	Desirable	Health and safety of users is put at risk. The business of the legitimate trade is put at risk by rogue traders	Licensable activity being carried out not in accordance with law, which risks nuisance and harm	Standards within the licensed trade are maintained to the benefit of consumers and good businesses	M
		Develop the use of our knowledge to improve planning and delivery	Ensure all officers are aware of changes to legislation and procedures and policies are updated as required	All procedures reviewed as required	Desirable	Poor service to customers or residents	Failing to comply with the law	Standards within the service are maintained	M
		Develop the use of our knowledge to improve planning and delivery	Review statutory policies as required	LA03 and GA05 policies reviewed and republished by January 2016	Mandatory	Breach of legislation	Policies could be challenged if not lawful	Policies are up to date and fit for purpose	H