

Environment, Culture and Communities Department

Division: Environment and Public Protection

Section: Regulatory Services

Team: Licensing

Work plan – 2016 to 2017

Strategic Theme	Action	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
1	5	Provide an efficient and seamless service for applications	Carry out a survey which look at customer experience of applications process	95% of respondents satisfied with service	Desirable	Lack of knowledge on customer experience	Poor customer support	Assisting businesses to prosper	M
1	6	Provide an efficient and seamless service for applications	Ensure compliance with the EUSD for licensing function, with continued ability to accept online applications	Deal with applications in line with national and local indicators	Mandatory	Breach of EU regulations	Businesses not being able to trade	Compliance with EU law and assisting business	H
6	2	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	Advice provided to all event organisers submitting documents at least one month before event	Desirable	Lack of local coordination and unsafe events	Events that are unsafe or disrupt community life	Well run events that are safe and provide cohesion for the community	M
1	7	Provide an efficient and seamless service for applications	Inform local residents and businesses about applications that may affect them	Neighbouring property notifications conducted for all new/variation premises licences	Desirable	Residents and businesses unaware of application and cannot use their right to comment	Failing to deliver a satisfactory service for residents and businesses	Assisting residents and businesses in understanding the licensing system and their powers	M

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1	2	Provide easy to access advice and information for businesses on licensing matters to help improve compliance	Maintain guidance on applications and licensing matters on website	Provide advice to applicants when requested	Desirable	Inappropriate or invalid applications, costs of arranging refunds	Failing to deliver a satisfactory service for local businesses and residents	Assisting customers and residents in understanding the licensing system	H
1	6	Provide easy to access advice and information for businesses on licensing matters to help improve compliance	Online public register maintained of current licences	Register retained and available on website for all relevant licences	Desirable – mandatory in some cases	Certain information required by law to be on website, can use to respond to FOIs	Failing to deliver a satisfactory service for local businesses and residents	Assisting customers and residents in understanding the licensing system	H
1	2	Continue to improve our service by comparing ourselves against performance measures	Ensure applications (1500 per year) 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, 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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1 2 6	7	Handle service requests through use of advice and information	Ensure service requests (1000 per year) 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/consumers	We can judge our performance and improve our service	H
1 2 6	7	Handle service requests through use of advice and information	Carry out a survey which look at customer experience of service request handling	95% of respondents satisfied with service	Desirable	Lack of knowledge on customer experience	Poor customer support	Improving service delivery	M
6	3 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, work with Trading Standards on underage sales operations and at least 4 multi-agency licensed vehicle/street trader/scrap metal checks	250 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	H

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6	3 4	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 95% revisits completed within one month	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
1	7	Develop the use of our knowledge to improve planning and delivery	Ensure all officers are aware of changes to legislation and procedures, practice notes and policies are updated as required	All officer procedures reviewed as required	Desirable	Poor service to customers or residents Breach of legislation	Failing to operate in compliance with the law Policies could be challenged if not lawful	Standards within the service are maintained Policies are up to date and fit for purpose	M

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Theme 1 - Value for money	
1	Council Tax is in the lowest 10% nationally amongst similar authorities
2	We charge appropriately for services and seek opportunities to generate additional income
3	Community involvement and the use of volunteers in the delivery of council services has increased
4	Spending is within budget
5	The cost, quality and delivery mechanism of all services will be reviewed by 2019
6	Self-service and the use of online services has increased
7	Resident and staff satisfaction levels remain high
8	Surplus assets are sold
Theme 2 - A strong and resilient economy	
1	The borough is regarded as an excellent business location
2	A thriving town centre is supported by coordinated town centre management
3	Improvements in strategic infrastructure have been made to reduce congestion and improve traffic flows
4	The new town centre opens in April 2017
5	Local residents have high levels of employment and incomes
6	Businesses are supported and encouraged to play an active role in the community

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Theme 3 - People have the life skills and education opportunities they need to thrive	
1	Children have access to high quality early years provision
2	School places are available in all localities
3	More children are attending schools that are judged as good or better
4	Levels of attainment and pupil progress across all phases of learning are raised
5	Children and young people from disadvantaged backgrounds are supported to achieve their potential
6	Children and young people with Special Educational Needs are supported
7	All young people who have left school go on to further education, find employment or undertake some form of training
Theme 4 - People live active and healthy lifestyles	
1	Numbers of adults and young people participating in leisure and sport has increased
2	Coral Reef is redeveloped
3	Comprehensive public health programmes aimed at adults and young people, including smoking cessation, weight management and sexual health are in place
4	Personal choices available to allow people to live at home are increased
5	Preventative activities such as falls prevention are increased
6	Integration of council and health services care pathways for long term conditions is increased
7	Accessibility and availability of mental health services for young people and adults is improved

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8	Learning opportunities are available for adults
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Theme 5 - A clean, green, growing and sustainable place	
1	An up-to-date Local Plan that provides for economic growth and protects important open spaces is in place
2	The right levels and type of housing are both approved and delivered
3	Appropriate infrastructure development is completed to support housing growth including; Warfield Link Road, Coral Reef Junction, Jennetts Park, town centre
4	Neighbourhood Plans and Community Infrastructure Levy (CIL) to support local community facilities and other infrastructure are in place
5	Development plans provide sufficient open space
6	Resident satisfaction levels with parks and open spaces is maintained
7	Cleanliness of the borough is maintained to defined environmental standards
8	The cost of waste disposal, supported by a recycling rewards scheme is reduced

Theme 6 - Strong, safe, supportive and self-reliant communities	
1	Levels of volunteering and community action in the borough are increased
2	High levels of community cohesion are maintained
3	There are low levels of crime and anti-social behaviour throughout the borough
4	Safeguarding structures to safeguard children and vulnerable adults are well-established

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5	Early assessment is in place to identify children and young people with additional needs and provide early help
6	Joint planning between Thames Valley Police and Bracknell Forest Council is carried out on local activities