

Licensing Services- Service Delivery Plan

2017/2018

Overview of the service

The Council's Licensing Team is based within the Environmental Services Department. Licensing is a statutory function and its primary aim is the safety, well-being and protection of the general public. Duties include inspection and enforcement to ensure compliance with licensing conditions and legislative requirements, offering advice and guidance, as well as the administrative functions of processing and issuing licenses. The Licensing Team cover a diverse range of licensed premises and activities.

Their work includes:

- Ensuring all licence type applications received are processed and issued within statutory timescales.
- Ensuring fees are received for each licence type for applications, renewals and annual fees.
- Ensuring allegations and complaints made to the Council in connection with licensable activities are investigated and appropriate action is taken.
- Taking appropriate enforcement action in relation to breaches of licence conditions and statutory duties.
- Preparing and presenting reports for both Licensing Committee and Licensing Sub-Committee hearings.
- Offer support and guidance to applicants, licensees and members of the public.
- Working in partnership with the responsible authorities and other relevant organisations to protect public safety.
- Formulation of policies and procedures and reviewing conditions of licences.

The following table provides numbers of live licences:

Type of License	Number
Licensing Act 2003 Premises Licences	307
Animal Premises Licences	43
Small Society Lottery Registrations	82
Gambling Act 2005 Licences	21
Personal Licences	881
Street Trading Licences	6
Taxi Driver Licences	199
Private Hire Operator Licences	16
Taxi Vehicle Licences	158
Scrap Metal Dealers	14
Total	1607

Cost of service

The cost of the Service £69,598 (expenditure £201,376, Income £131,778)

Staffing information

The Licensing Team consists of 3 full time members of staff:

Senior Licensing Officer - FT

Licensing Officer (enforcement) - FT

Licensing Administration Officer - FT

Links with the Corporate Priorities

The service links in with a number of priorities as follows;

“A customer driven efficient Council with a “can do” attitude pro business approach and commercially focussed to ensure financial self sufficiency for the taxpayer”

“Making East Cambridgeshire an even better place to live”

Forward planning for Councillors

Proposed date of decision	Item	Service Area	Service Delivery Champion	Committee
By May 2017	Approval of draft taxi policy	Licensing	Cllr Sue Austin	Licensing
By October 2017	Consideration of objections and adoption of taxi licensing policy	Licensing	Cllr Sue Austin	Licensing
By December 2017	Proposed fees and charges	Licensing	Cllr Sue Austin	Licensing

Strategy map- 2017/2018



Commitments towards our Vision

Service Delivery Plan - Licensing Service



Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners
Maximise income from fees and charges	A customer driven efficient Council with a “can do” attitude and pro business approach and commercially focused to ensure financial self-sufficiency for the tax payer	To support the Council’s growth agenda and undertake a fees and charges review	Completed- as part of the annual review.	Stewart Broome- Senior Licensing Officer
To approve applications for licences, permits and registrations within specified timescales		95% of valid new licensed vehicle applications to be processed within 48 hours.	98% (53 total – 1 overdue)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer
		100% of valid licensed vehicle renewal applications to be processed within 72 hours of receipt, or by the expiry date of the license (where an applicant submits their application more than 72 hours in advance of their expiry date). N.B- target reworded from similar target for 2016/2017	100% (125 total)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer
		100% of valid licensed vehicle variation applications to be processed within 24 hours.	N/A	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer
		100% of valid Temporary event notices processed within the statutory period.	99% (301 total – 3 overdue)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer
		100% of valid Personal Licences (to sell alcohol) processed with the statutory period	100% (50 total)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer
		New target	Figures for this target have been historically recorded by the service but this is a new target.	

Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners
Investigate complaints relating to licensed premises		100% of complaints received will be responded to within 72 hours.	N/A	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer
To carry out statutory programmed inspections of businesses to ensure the safety, well-being and protection of residents, visitors and employees	Making East Cambridgeshire an even better place to live	Annual inspection of licensed animal boarding establishments, dangerous wild animal establishments, dog breeding establishments, pet shop premises, riding establishments and zoo premises.	100% (43 total)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer
		Taxi licensing policy – update	N/A	Stewart Broome- Senior Licensing Officer
		Annual inspection of licensed taxi operator bases.	100% (16 total)	Stewart Broome- Senior Licensing Officer Lin Bagwell- Licensing
Offer advice and guidance on licensable activities	A customer driven efficient Council with a “can do” attitude and pro business approach and commercially focused to ensure financial self-sufficiency for the tax payer	Taxi licensing trade meeting.	100% (2 total)	Stewart Broome- Senior Licensing Officer
Trained staff and comprehensive understanding of the service by the service delivery Champion		% of Appraisals undertaken	100% (2 total)	Stewart Broome- Senior Licensing Officer
		Service awareness briefings for Service Delivery Champion.	100% (4 total)	Stewart Broome- Senior Licensing Officer
		To review all website pages to ensure that they meet with the needs of our customers.	On-going	Stewart Broome- Senior Licensing Officer