




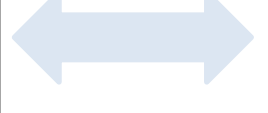

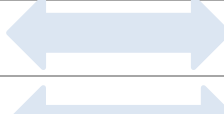

Commitments towards our Vision

Licensing Services- End of year report 2018-2019



East Cambridgeshire
District Council

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	Status (at 12 month stage)	Outcome or output (at 12 month stage)
Maximise income from fees and charges To approve applications for licences, permits and registrations within specified timescales	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		Completed and presented to Cttee 10/10/2018
		95% of valid new licensed vehicle applications to be processed within 48 hours	100% (22 total)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer		100% (51 in total)
		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).	100% (100 total)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer		100% (97 in total)
		100% of valid licensed vehicle variation applications to be processed within 24 hours.	100% (26 total)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer		100% (27 in total)
		100% of valid Temporary event notices processed within the statutory period.	99% (274 total – 2 overdue)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer		100% (317 in total)
		100% of valid Personal Licences (to sell alcohol) processed with the statutory period	100% (52 total)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer		100% (52 in total)

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	Status (at 12 month stage)	Outcome or output (at 12 month stage)
Investigate complaints relating to licensed premises		100% of complaints received will be responded to within 72 hours.	100% (1 total)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer		100% (12 in total)
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% (48 total)	Stewart Broome- Senior Licensing Officer Caroline Littleboy- Licensing Support Officer Lin Bagwell- Licensing Officer		100% (43 in total)
		Gambling Act 2005 licensing policy – update	N/A	Stewart Broome- Senior Licensing Officer		Completed in force for 31/1/19 deadline
		Annual inspection of licensed taxi operator bases.	100% (15 total)	Stewart Broome- Senior Licensing Officer Lin Bagwell- Licensing		100% (23 in total)
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		100% (2 in total)
Trained staff and comprehensive understanding of the service by the service delivery Champion		% of Appraisals undertaken	100% (2 total)	Stewart Broome- Senior Licensing Officer		100% (2 in total)
		Service awareness briefings for Service Delivery Champion.	100% (4 total)	Stewart Broome- Senior Licensing Officer		100% (4 in total)
		To review all website pages to ensure that they meet with the needs of our customers.	On-going	Stewart Broome- Senior Licensing Officer	On-going	On-going
Ensure that the Council's corporate risks are managed effectively and mitigations are put in place to reduce impact.		To regularly review risks associated with performance management, including: reputational risk, legal challenges, budgetary control.	On-going	Stewart Broome- Senior Licensing Officer	On-going	On-going