

ENVIRONMENTAL SERVICES LICENSING UNIT SERVICE PLAN 2010/2011

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1.0	SERVICE AIMS AND OBJECTIVES	
1.1	Aims and Objectives	<p>The Environmental Services Division is committed to ensuring that the highest standards are maintained throughout the district in premises for which they are the Enforcing Authority, in order to protect both employees and members of the public.</p> <p>Environmental Health staff will adopt an approach to enforcement which will encompass the investigation of all complaints as well as inspections of licensed and registered premises. Staff will act within the Department's overall enforcement policy (Document 1) but due regard will be had to guidance from recognised bodies. Rochford District Council will take in account the provisions of the Department of Business Enterprise & Regulatory Reform's Regulators' Compliance Code (Document 2) in developing policies or principles or in setting standards or giving advice.</p> <p>Education plays an important part in improving standards and therefore Environmental Health staff will carry out the activities in this service plan with an educative approach wherever possible.</p>
1.2	Links to Corporate Aims and Plans	<p>This service supports Rochford District Council's Corporate Plan 2009/2013. In particular to work towards the Council's vision To make Rochford District a place which provides opportunities for the best possible quality of life for all who live, work and visit here"; and the four corporate objectives: "making a difference to our people, our community, our environment and our local economy".</p> <p>We follow all of the Council's values to: "Be open, accountable, listening, responsive, Council", "Put the customer and citizen at the heart of everything we do, delivering services in a caring and sensitive manner", "Co-ordinate the management of resources with an emphasis on sustainability", "Value the contribution of partners, employees and citizens, trusting each other and working collaboratively".</p>

2.0	BACKGROUND	
2.1	Profile of Rochford District	See the website/intranet.
2.1.1	Profile of the Environmental Services Division	See the Constitution (Document 3) and the intranet/website.
2.2	Organisational Structure	
2.2.1	Rochford District Council	Please see the Constitution and the intranet/website.
2.2.2	Environmental Services Division	Please see the Constitution and the intranet/website.
2.2.3	Manager responsible for the Service	Commercial Regulation & Licensing Manager.
2.3	The Scope of the Service	
2.3.1		Investigate and resolve all complaints.
2.3.2		Provide advice and assistance to businesses and members of the public.
2.3.3		Identify persons and premises requiring a licence to carry out activities authorised by: - (a) a Personal Licence or Premises Licence under the Licensing Act 2003; (b) a Premises Licence or Gaming Permit or Registration under the Gambling Act 2005;

		<p>(c) a Street Trading Consent or Pavement Permission;</p> <p>(d) Registration as a Motor Salvage Operator or Scrap Metal Dealer.</p> <p>(e) a Sex Establishment under the Local Government (Miscellaneous Provisions) Act 1982.</p> <p>(f) Consent to perform Stage Hypnotism under the Hypnotism Act 1952.</p>
2.3.4		Process applications for the grant or renewal of licences, permits and registrations from persons or premises identified at 2.3.3
2.3.5		Process Temporary Event Notices.
2.3.6		Collect annual fees payable to the Council in respect of licences issued under the Licensing Act 2003 and Gambling Act 2005
2.3.7		Carry out inspections of licensed premises in accordance with a risk based programme.
2.3.8		Carry out visits and inspections to licensed premises as necessary within the plan period, including revisits and investigative visits.
2.3.9		Provide advice to the Planning Service, Environmental Protection Unit and Commercial Unit, as appropriate.
2.3.10		Facilitate training as necessary, by independent training organisations.
2.3.11		Maintain and update information on the website.
2.3.12		Comment on proposed legislation, codes of practice and other official documents as necessary and as requested.

2.4	Demands on the Service	<p>As at 1 April 2010 the Environmental Services' database has identified the following types and numbers of licences, permits and registrations in force within Rochford District:</p> <table border="1" data-bbox="734 347 1335 1380"> <thead> <tr> <th data-bbox="734 347 1182 400"><u>Licence type</u></th> <th data-bbox="1182 347 1335 400"><u>Number</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="734 400 1182 453">Personal licence</td> <td data-bbox="1182 400 1335 453">473</td> </tr> <tr> <td data-bbox="734 453 1182 505">Premises licence</td> <td data-bbox="1182 453 1335 505">170</td> </tr> <tr> <td data-bbox="734 505 1182 558">Club Premises Certificate</td> <td data-bbox="1182 505 1335 558">24</td> </tr> <tr> <td data-bbox="734 558 1182 611">Gambling Premises Licence</td> <td data-bbox="1182 558 1335 611">8</td> </tr> <tr> <td data-bbox="734 611 1182 663">Gaming Machine Notifications</td> <td data-bbox="1182 611 1335 663">29</td> </tr> <tr> <td data-bbox="734 663 1182 716">Club Gaming permit</td> <td data-bbox="1182 663 1335 716">16</td> </tr> <tr> <td data-bbox="734 716 1182 769">Gaming Machine Permits</td> <td data-bbox="1182 716 1335 769">17</td> </tr> <tr> <td data-bbox="734 769 1182 821">Lottery registration</td> <td data-bbox="1182 769 1335 821">33</td> </tr> <tr> <td data-bbox="734 821 1182 874">Street trading consent</td> <td data-bbox="1182 821 1335 874">3</td> </tr> <tr> <td data-bbox="734 874 1182 927">Pavement permission</td> <td data-bbox="1182 874 1335 927">3</td> </tr> <tr> <td data-bbox="734 927 1182 979">Motor salvage registration</td> <td data-bbox="1182 927 1335 979">5</td> </tr> <tr> <td data-bbox="734 979 1182 1032">Scrap metal registration</td> <td data-bbox="1182 979 1335 1032">8</td> </tr> <tr> <td data-bbox="734 1032 1182 1085">House to House Permits</td> <td data-bbox="1182 1032 1335 1085">20</td> </tr> <tr> <td data-bbox="734 1085 1182 1137">Street Collection Permits</td> <td data-bbox="1182 1085 1335 1137">31</td> </tr> <tr> <td data-bbox="734 1137 1182 1190">Sex Establishment Licence</td> <td data-bbox="1182 1137 1335 1190">0</td> </tr> <tr> <td data-bbox="734 1190 1182 1243">Stage Hypnotism Consent</td> <td data-bbox="1182 1190 1335 1243">0</td> </tr> <tr> <td data-bbox="734 1243 1182 1295">Temporary Event Notices</td> <td data-bbox="1182 1243 1335 1295">105</td> </tr> <tr> <td data-bbox="734 1295 1182 1380">Total</td> <td data-bbox="1182 1295 1335 1380">945</td> </tr> </tbody> </table>	<u>Licence type</u>	<u>Number</u>	Personal licence	473	Premises licence	170	Club Premises Certificate	24	Gambling Premises Licence	8	Gaming Machine Notifications	29	Club Gaming permit	16	Gaming Machine Permits	17	Lottery registration	33	Street trading consent	3	Pavement permission	3	Motor salvage registration	5	Scrap metal registration	8	House to House Permits	20	Street Collection Permits	31	Sex Establishment Licence	0	Stage Hypnotism Consent	0	Temporary Event Notices	105	Total	945
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2.5	Enforcement Policy	<p>No particular external factors that may impact on this service have been identified. There are two languages other than English identified as being significant among licensees within the district. These are Bengali and Chinese, however the majority of proprietors are able to speak adequate English or have somebody present at the premises that can translate. In any cases where they may be language difficulties the service would contact Language Direct (020 8539 5142) or Essex Police (01268 775533) for details of an interpreter or use a community interpreting service provided by Medway Council (01634 335578).</p> <p>This service operates to a documented enforcement policy.</p>
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3.0	SERVICE DELIVERY	
3.1	Inspection Programmes	
3.1.1	Licence Inspections	The number of Programmed Premises Inspections for the period is = 54 .
	Target	The target for the period is to achieve = 100%
3.1.2	New Licence & Permit Applications & Temporary Event Notices	<p>The estimated number of new applications for a:</p> <p>Personal licence = 39</p> <p>Premises licence (2003 Act) = 8</p> <p>Lottery registration = 3</p> <p>House to House & Street Collection Permits = 51</p> <p>Temporary Event Notices = 105</p> <p>Total number of new Licence Applications for this plan period is = 101</p>
3.1.3	Licence Renewal	The number of Licences due for renewal for this plan period is = 280
3.2	Complaints and advice	<p>All complaints received including anonymous complaints are investigated in accordance with the good enforcement principle of targeting, transparency, consistency and proportionality.</p> <p>Advice is provided to existing or proposed businesses, members of the public, other Council Service Departments and other persons. Advice is mainly person-to-person whilst Officers are carrying out visits/inspections but may also be following a telephone call or letters to the Environmental Services Division.</p> <p>Based upon the average number of applications, requests for advice or complaints received since November 2005: -</p> <p>The estimated number of licensing complaints or advice = 27</p>

3.3	Liaison	<p>The initial response time is 5 working days. The target is to achieve: 95%.</p> <p>The resolution time is 6 weeks. The target is to achieve: 95%.</p> <p>A number of arrangements have been made to improve the consistency of enforcement with the Responsible Authorities.</p> <p>This service actively supports the Joint Essex Licensing Officers Forum and the Castle Point and Rochford Drug and Alcohol Reference Group.</p> <p>The Council is a member of the Institute of Licensing and attends the quarterly meetings of the London Region.</p> <p>The service also advises and liaises with other services within Rochford District Council, including: Planning, the Environmental Protection Team, the Commercial Regulation Team and the Anti-Social Behaviour Coordinator.</p>
3.4	Education	<p>Information about licensing is available on the website</p>

4.0	RESOURCES	
4.1	Financial Allocation	<p>The overall total expenditure for Licensing is £42,500.</p> <p>Details of the budget for salaries, travel, training, consultancy, and subscription fees are contained in Rochford District Councils Budget Book 2010/2011.</p> <p>No budget is separately allocated for prosecutions or legal action taken as a result of action under this service, but are provided for within the Legal Service's budget.</p>
4.2	Staffing Allocation	<p>The staff available for this period is:</p> <ul style="list-style-type: none"> 1 Commercial Regulation & Licensing Manager 1 Senior Licensing Officer 1 Principal Environmental Health Officer 1 Senior Environmental Health Officer 0.5 Administrative staff (1 part-time) <p>The Commercial Regulation & Licensing Manager, the Principal Environmental Health Officer and the Senior Environmental Health Officer also carry out Food, Health and Safety, Outbreak Control and Infectious Disease, Skin Piercing Registration, Sunday Trading and Smokefree and Internal Health and Safety Duties. The administrative staff also support the entire Environmental Services Division.</p> <p>It is estimated that the above staffing levels will provide sufficient resources to carry out the service delivery outlined in Paragraph 3.0.</p> <p>It is estimated that 1.2 full time equivalents work on this service (plus administrative staff).</p>

4.3	Staff Development Plan	<p>This service supports the Corporate Aims for Rochford District Council. The staff covering this service will continue to be encouraged, motivated and trained to develop their potential and use their talents for the benefit of the people of the district.</p> <p>This service identifies training and development needs by an annual performance and development review of all staff.</p> <p>The training budget is allocated primarily to those staff in the whole service that are identified as requiring further training to develop their professional and technical skills for the job that they are required to carry out and to deliver Corporate Objectives.</p> <p>Budget provision is also available for minor, short ad hoc training courses that become available.</p> <p>For this plan period, the following training needs have been identified:</p> <ul style="list-style-type: none">- Minor ad hoc courses when they become available <p>Cascade training is provided by the officer attending an external training course to other officers in the service.</p> <p>Periodic meetings are organised to discuss matters and issues of consistency arising under this service plan area.</p>
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5.0	QUALITY ASSESSMENT	
5.1	New Officers	Before new officers undertake these duties independently, they are supervised and monitored by a more senior officer experienced in law enforcement for up to 6 months.
5.2	Peer Reviews	<p>The following peer reviews are carried out:</p> <p><u>Staff</u></p> <ul style="list-style-type: none"> ➤ An audit using the Section's "Management Quality Audit Form" is carried out on 5% of all new licence and registration applications and inspections. This involves a desktop check and contacting the customer. It is estimated that there will be 155 application and inspections in the period. Therefore, 7 audits will be carried. ➤ A full audit using the Section's "Management Quality Audit Form" is carried out on 5% of complaints/enquiries received. It is estimated that we will receive 27 complaints. Therefore, 1 audit will be carried out.
5.3	Documented Procedures	This service has a Licensing Procedures Manual and details about how applications will be processed on the website.
5.4	Customer Care Survey	National Indicator 182: the percentage of business customers of regulatory services who respond that they have been treated fairly and/or the contact has been helpful, includes licensing. This performance measure is calculated by considering the response to questions included in a survey of businesses dealt with by the local authority.
5.5	Audit	A best value review was carried out in 2003.

6.0	REVIEW											
6.1	Review against the service plan	<p>An annual review against the service plan is carried out.</p> <p>In addition, performance is monitored monthly and a quarterly report is submitted to Members.</p> <p>The review below is for the plan period financial year 2009 - 2010.</p>										
6.1.1	Licence Inspections	<p>The target for the last plan period was to achieve 100% of programmed inspections. The actual percentage achieved was 100%. The total number of inspections carried out was 54 (estimate 54)</p>										
6.1.2	New Licence & Permit Applications	<p>The number of new applications for a:</p> <table data-bbox="719 829 2056 1021"> <tr> <td>Personal licence</td> <td>= 39 (estimate 20)</td> </tr> <tr> <td>Premises licence (2003 Act)</td> <td>= 8 (estimate 3)</td> </tr> <tr> <td>Lottery registration</td> <td>= 3 (estimate 1)</td> </tr> <tr> <td>House to House & Street Collection Permits</td> <td>= 51 (estimate 50)</td> </tr> <tr> <td>Total number of new Licence Applications for this plan period</td> <td>= 101 (estimate 74)</td> </tr> </table>	Personal licence	= 39 (estimate 20)	Premises licence (2003 Act)	= 8 (estimate 3)	Lottery registration	= 3 (estimate 1)	House to House & Street Collection Permits	= 51 (estimate 50)	Total number of new Licence Applications for this plan period	= 101 (estimate 74)
Personal licence	= 39 (estimate 20)											
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Lottery registration	= 3 (estimate 1)											
House to House & Street Collection Permits	= 51 (estimate 50)											
Total number of new Licence Applications for this plan period	= 101 (estimate 74)											
6.1.3	Licence Renewal	<p>The number of Licences renewed for this plan period = 224 (estimate 268)</p>										
6.1.4	Complaints and advice	<p>The number of licensing complaints or advice = 27 (estimate 30)</p>										

6.2	Identification of any variation from the service plan	1. Audits were not carried out because this was the first year Licensing has been joined with the Commercial Regulation Team and of demands of other work. However, all the Senior Licensing Officers hearing and Committee reports and letters about contentious issues are reviewed by the Commercial Regulation & Licensing Manager. The Manager has also accompanied the Senior Licensing Officer on visits.
6.3	Areas of improvement	1. An audit of new applications, inspections and complaints needs to be carried out in accordance with 5.2 of this plan. <u>Action:</u> Audits will be carried out during 2010/11.