

ENVIRONMENTAL SERVICES LICENSING UNIT SERVICE PLAN 2009/2010

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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		<p>Identify persons and premises requiring a licence to carry out activities authorised by: -</p> <ul style="list-style-type: none"> (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; (c) a Street Trading Consent or Pavement Permission; (d) Registration as a Motor Salvage Operator or Scrap Metal Dealer. (e) a Sex Establishment under the Local Government (Miscellaneous Provisions) Act 1982. (f) Consent to perform Stage Hypnotism under the Hypnotism Act 1952.
2.3.4		<p>Process applications for the grant or renewal of licences, permits and registrations from persons or premises identified at 2.3.3</p>
2.3.5		<p>Collect annual fees payable to the Council in respect of licences issued under the Licensing Act 2003 and Gambling Act 2005</p>
2.3.6		<p>Carry out inspections of licensed premises in accordance with a risk based programme.</p>
2.3.7		<p>Carry out visits and inspections to licensed premises as necessary within the plan period, including revisits and investigative visits.</p>
2.3.8		<p>Provide advice to the Planning Service, Environmental Protection Unit and Commercial Unit, as appropriate.</p>
2.3.9		<p>Facilitate training as necessary, by independent training organisations.</p>
2.3.10		<p>Maintain and update information on the website.</p>
2.3.11		<p>Comment on proposed legislation, codes of practice and other official documents as necessary and as requested.</p>

2.4	Demands on the Service	<p>As at 1 April 2009 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="705 347 1283 1219"> <thead> <tr> <th data-bbox="705 347 1133 400"><u>Licence type</u></th> <th data-bbox="1133 347 1283 400"><u>Number</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="705 400 1133 453">Personal licence</td> <td data-bbox="1133 400 1283 453">437</td> </tr> <tr> <td data-bbox="705 453 1133 505">Premises licence</td> <td data-bbox="1133 453 1283 505">169</td> </tr> <tr> <td data-bbox="705 505 1133 558">Club Premises Certificate</td> <td data-bbox="1133 505 1283 558">24</td> </tr> <tr> <td data-bbox="705 558 1133 611">Gambling Premises Licence</td> <td data-bbox="1133 558 1283 611">8</td> </tr> <tr> <td data-bbox="705 611 1133 663">Gaming permit</td> <td data-bbox="1133 611 1283 663">48</td> </tr> <tr> <td data-bbox="705 663 1133 716">Lottery registration</td> <td data-bbox="1133 663 1283 716">32</td> </tr> <tr> <td data-bbox="705 716 1133 769">Street trading consent</td> <td data-bbox="1133 716 1283 769">3</td> </tr> <tr> <td data-bbox="705 769 1133 821">Pavement permission</td> <td data-bbox="1133 769 1283 821">3</td> </tr> <tr> <td data-bbox="705 821 1133 874">Motor salvage registration</td> <td data-bbox="1133 821 1283 874">5</td> </tr> <tr> <td data-bbox="705 874 1133 927">Scrap metal registration</td> <td data-bbox="1133 874 1283 927">8</td> </tr> <tr> <td data-bbox="705 927 1133 979">House to House Permits</td> <td data-bbox="1133 927 1283 979">32</td> </tr> <tr> <td data-bbox="705 979 1133 1032">Street Collection Permits</td> <td data-bbox="1133 979 1283 1032">27</td> </tr> <tr> <td data-bbox="705 1032 1133 1085">Sex Establishment Licence</td> <td data-bbox="1133 1032 1283 1085">0</td> </tr> <tr> <td data-bbox="705 1085 1133 1137">Stage Hypnotism Consent</td> <td data-bbox="1133 1085 1283 1137">0</td> </tr> <tr> <td data-bbox="705 1137 1133 1219">Total</td> <td data-bbox="1133 1137 1283 1219">796</td> </tr> </tbody> </table>	<u>Licence type</u>	<u>Number</u>	Personal licence	437	Premises licence	169	Club Premises Certificate	24	Gambling Premises Licence	8	Gaming permit	48	Lottery registration	32	Street trading consent	3	Pavement permission	3	Motor salvage registration	5	Scrap metal registration	8	House to House Permits	32	Street Collection Permits	27	Sex Establishment Licence	0	Stage Hypnotism Consent	0	Total	796
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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	<p>The estimated number of new applications for a:</p> <p>Personal licence = 20</p> <p>Premises licence (2003 Act) = 3</p> <p>Lottery registration = 1</p> <p>House to House & Street Collection Permits = 50</p> <p>Total number of new Licence Applications for this plan period is = 74</p>
3.1.3	Licence Renewal	The number of Licences due for renewal for this plan period is = 268
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 = 30</p>

<p>3.3</p>	<p>Liaison</p>	<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>
<p>3.4</p>	<p>Education</p>	<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 £137,400.</p> <p>Details of the budget for salaries, travel, training, consultancy, and subscription fees are contained in Rochford District Councils Budget Book 2009/2010.</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"> ➤ A full audit using the Section's "Management Quality Audit Form" is carried out on 5% of all new licence and registration applications. This involves a desktop check and a visit. It is estimated that there will be 74 application received in the period. Therefore, 4 audits will be carried. ➤ A full audit using the Section's "Management Quality Audit Form" is carried out on 5 complaints/enquiries received each per year by staff.
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 2008 - 2009.</p> <p>There is no estimate or target comparison as this is the first service plan.</p>
6.1.1	Licence Inspections	The number of Programmed Premises Inspections for the period = 53 .
6.1.2	New Licence & Permit Applications	<p>The number of new applications for a:</p> <p>Personal licence = 30</p> <p>Premises licence (2003 Act) = 6</p> <p>Lottery registration = 4</p> <p>House to House & Street Collection Permits = 49</p> <p>Total number of new Licence Applications for this plan period = 89</p>
6.1.3	Licence Renewal	The number of Licences renewed for this plan period = 223
6.1.4	Complaints and advice	The number of licensing complaints or advice = 19

6.2	Identification of any variation from the service plan	This is the first service plan so there are none.
6.3	Areas of improvement	This is the first service plan so there are none.