

BIRMINGHAM CITY COUNCIL
REGULATION AND ENFORCEMENT

LICENSING SERVICE
SERVICE PLAN 2016/2017

3.1 Introduction to the Service and Service Plan

This plan sets out the priorities for Birmingham City Council's Licensing Service for the coming year and beyond. It sets out what services will be delivered, how they fit in with the Council's strategic outcomes and the national agenda and what the service seeks to achieve.

3.2 The core elements of the service are:

The City Council has a number of licensing, regulatory and registration powers and duties. These powers and duties are delegated to the Licensing and Public Protection Committee. The provision of a Licensing Service is a statutory duty placed on the Local Authority. The granting and issuing of specific licences, permits and registrations is delegated to the Director of Regulation and Enforcement and Head of Licensing on the understanding that any applications giving rise for concern may be referred to the Licensing and Public Protection Committee for determination.

The Licensing and Public Protection Committee plays a vital and unique role in an administrative function regarding the grant, suspension and revocation of Licences. The legislation delegated to the Licensing and Public Protection Committee includes:

- Animal Boarding Establishments Act 1963*
 - Birmingham City Council Act 1990
 - Breeding of Dogs Act 1973 and 1991*
 - Dangerous Wild Animals Act 1976*
 - Gambling Act 2005
 - House to House Collections 1939
 - Licensing Act 2003
 - Local Authority (Alcohol Consumption in Designated Places) Regulations 2001 and 2007
 - Local Government Act 2003
 - Local Government (Miscellaneous Provisions) Act 1976
 - Local Government (Miscellaneous Provisions) Act 1982 as amended
 - Performing Animals (Regulation) Act 1925*
 - Pet Animals Act 1951*
 - Police, Factories etc (Miscellaneous Provisions) Act 1916
 - Poisons Act 1972
 - Private Hire Vehicles (Carriage of Guide Dogs etc) Act 2002
 - Riding Establishments Acts 1964 and 1970*
 - Scrap Metal Dealers Act 2013
 - Town Police Clauses Act 1847 and 1970
 - Zoo Licensing Act 1981*
- *administered and enforced by the Animal Welfare Officers from the Environmental Health Service

The Licensing Service is structured to reflect the types of licences that are administered. The General Licensing Team issues licences and Temporary

Event Notices under the Licensing Act 2003 in respect of premises selling alcohol or where regulated entertainment is carried on, and also deals with a range of other licences under many of the Acts of Parliament listed above. The Hackney Carriage & Private Hire Team administers licences for hackney carriage and private hire drivers, vehicles and operators. Dividing the functions in this way meets our legal requirement to ensure that the two different licensing regimes are kept separate and do not cross subsidise each other financially. The Enforcement Team within Licensing carries out our enforcement and compliance responsibilities. It is funded from licence fees, 60% of which come from hackney carriage and private hire licences and the remaining 40% from other licences.

The work of the Enforcement Team is generated through a combination of responding to Requests for Assistance (RFAs) from members of the public or other businesses, officer initiated projects, and pre-planned inspection programmes of licensed premises and vehicles. The team ensures both legal compliance amongst reputable businesses and identifies and prosecutes licence holders who act in contravention of the licences they have been granted. We work with many different law enforcement agencies to achieve this.

The Licensing Service is integrated with the Trading Standards Service through an accredited Quality Management System. This joint venture, under the acronym REMS (Regulation and Enforcement Management System), was first accredited in March 1999 and has proven successful in terms of improving the quality of the services provided. The system enables us to measure and review our performance with a view to achieving continuous improvement. Feedback from our staff and customers has been considered and included in the development of this plan.

The key aim of the Licensing and Public Protection Committee and the Licensing Service is to raise standards of people, vehicles and premises licensed in Birmingham. Everything that we do is done with reference to this objective. Our overarching priority is to protect the safety of people using licensed premises or vehicles and to ensure that the licensed trade operates fairly.

In order to both promote public safety and awareness regarding licensing issues we use print and broadcast media campaigns, social media and our website.

3.3 Planned Service Improvements

During 2016/2017 we will be introducing an on-line application process for drivers and operators. Currently it is possible to apply on line for all of the licences administered by our General Licensing Team, but it is not possible to apply on line for hackney carriage and private hire licences. The move to on line applications will be achieved as part of the project to replace our Licensing IT system. A replacement system has been identified and ordered.

With the new system, drivers will be able to complete their application or renewal forms on line, which will reduce the length of time that they attend the Licensing office for appointments.

3.4 **Key Performance Indicators**

These include the:

Place Directorate Indicator:

- The percentage of Hackney Carriage and Private Hire vehicles that do not have any safety related faults at stop-check inspections – Target:
Hackney Carriage – better than previous year
Private Hire – better than previous year

Regulation and Enforcement Indicators:

- The percentage of Requests for Assistance responded to within 5 working days – Target 100%.
- The percentage of customers satisfied with the overall quality of our service – Target 80%.
- The percentage of personal callers to our office who are seen within 15 minutes of their appointment time – Target 97%.

3.5 **National Returns**

The Licensing Service is required to make statutory returns to the Gambling Commission.

3.6 **Organisational Assessment**

In 2013 and 2014 the Licensing Service was reviewed as part of the city-wide service review process. The 2014 review resulted in financial savings targets being applied to the service (which are detailed in section 4.13 of this report).

In 2015 Birmingham's Future Council programme considered opportunities for demand reduction or income generation across all services. One recommendation was approved which relates to Licensing, that being that it should work with Trading Standards and Environmental Health to offer consultancy services to businesses on a commercial basis.

3.7 **Key Performance Indicators**

Type of Indicator	Indicator	Performance	
Place Directorate Indicators – Inspections New indicators introduced in 2012/2013	Percentage of Hackney Carriage Vehicles fully compliant with Safety Critical Conditions	2015-2016*	83%
		2014-2015	86%
		2013-2014	86%
		2012-2013	83%
	Percentage of Private Hire Vehicles fully compliant with Safety Critical Conditions	2015-2016*	80%
		2014-2015	82%
		2013-2014	79%
		2012-2013	73%

Regulation and Enforcement Local Indicators – response times to customer requests	We will respond to Request for Assistance within 5 working days	2015-2016	94%
		2014-2015	97%
		2013-2014	96%
		2012-2013	99%
		2011-2012	100%
		2010-2011	100%
		2009-2010	99%
		2008-2009	99%
Regulation and Enforcement Local Indicators – customer satisfaction	Hackney Carriage and Private Hire Businesses satisfaction with Licensing Services	2015-2016	96%
		2014-2015	95%
		2013-2014	98%
		2012-2013	93%
		2011-2012	92%
		2010-2011	94%
		2009-2010	95%
		2008-2009	96%
	Hackney Carriage and Private Hire Business satisfaction with enforcement	2015-2016	81%
		2014-2015	92%
		2013-2014	88%
		2012-2013	90%
		2011-2012	85%
		2010-2011	81%
		2009-2010	76%
		2008-2009	90%
Licensing Local Indicators – inspection programmes	Delivery of programmed inspection programme	2015-2016	93%
		2014-2015*	70%
		2013-2014	81%
		2012-2013	100%
		2011-2012	97%
		2010-2011	100%
		2009-2010	100%
		2008-2009	100%
Licensing Local Indicators – response time to Licensing Applications	General Licences - % responded to in target time	2015-2016*	98%
		2014-2015	100%
		2013-2014	100%
		2012-2013	100%
		2011-2012	100%
		2010-2011	100%
		2009-2010	100%
	Hackney Carriage and Private Hire Licences - % responded to in target time	2015-2016*	100%
		2014-2015	100%
		2013-2014	100%
		2012-2013	100%
		2011-2012	100%
		2010-2011	100%
		2009-2010	100%

*part year (Apr – Feb)

3.8 **Customer Research**

Licensing undertake a variety of planned consultations in order to gather information on the needs and expectations of our customers and potential customers. Our customers are Licensees, including Hackney Carriage and Private Hire drivers and operators, members of the public who live or do business in Birmingham and businesses that trade in the city. Regular

customer satisfaction questionnaires encourage customers to make suggestions for service improvements. The corporate Your Views system provides further information on customer needs and expectations. Our retention of the Customer Service Excellence Standard demonstrates that we are identifying our customers together with their needs from our services. Liaison meetings are held with groups of customers including Hackney Carriage and Private Hire drivers where needs and expectations are expressed, and the Licensing and Gambling Forum for premises licence holders and others with an interest in the field.

As a response to a complaint from a trade representative of dissatisfaction amongst hackney carriage and private hire drivers with the level of service and waiting times at the Crystal Court licensing office, officers commissioned an independent market research company to conduct customer satisfaction questionnaires with drivers attending the office and to carry out mystery customer telephone calls to the office. The survey was conducted over a 4-week period during the summer of 2015. Researchers interviewed 67 customers and made 50 mystery customer telephone calls to the Licensing Office.

The outcome of the report reflected levels of satisfaction that we have measured in our own customer satisfaction surveys, with 94% of customers being very satisfied or fairly satisfied with our counter staff. In terms of the overall customer service delivered by Licensing 57% scored it as 'excellent' and 34% scored it as 'good'. 6% scored it as 'average'.

In relation to the telephone survey, the average waiting time for a call to be answered was 4.6 seconds, but mystery customers were only able to get through on 50% of occasions: on the remaining occasions they received the engaged tone. This reflected the high volume of calls to the service and the number of staff available to answer telephones. Since the survey was conducted we have addressed this by channelling calls for matters concerning driving tests, Occupational Health and Disability Awareness training directly to the relevant service providers. This has greatly reduced the number of unnecessary calls to Licensing which has enabled us to provide a better service to our customers.

In 2014 we commissioned a Hackney Carriage Demand Survey to assess whether there is a surplus or deficit of hackney carriages in the City with a view to determining whether we should continue the moratorium on granting new hackney carriage vehicle licences. A report was presented to the September 2014 meeting of the Licensing and Public Protection Committee where it was agreed to extend the moratorium on the issue of new hackney carriage vehicle licences for three years, based on the findings of the survey.

In 2014 we reviewed our Sexual Entertainment Venue policy and in 2015 we reviewed and updated our Statement of Licensing Policy under the Licensing Act 2003 and our Statement of Gambling Principles under the Gambling Act 2005. All reviews have involved significant consultation with businesses and the general public.

3.9 **Needs of Stakeholders**

One of our strongest relationships with partner agencies is that with the West Midlands Police. We recognise that we share mutual targets and priorities. In particular, we have a common interest in the night time economy and making the city centre a place where people from all backgrounds want to come and where they will feel safe. Not only does this support the Be Birmingham 2026 strategic priority to stay safe in clean, green neighbourhoods, it also supports the Leader's Policy Statement objective to create a Fair City in which "People are safe, especially the most vulnerable – from crime, violence and abuse."

We engage with a range of stakeholders through our involvement with the specific fora that have been created under the umbrella of the Community Safety Partnership; namely the Night Time Economy Steering Group, The Daytime Economy Steering Group and the Business Crime Steering Group. At those meetings we engage with the police, Fire and Ambulance services, Business Improvement Districts, Universities, licensed premises and retail businesses.

We consider the needs of hackney carriage and private hire drivers and operators through our Trade Liaison meetings which are scheduled every two months.

The needs of the general public are taken into account by the legislative requirements of the Licensing Act 2003 and the Gambling Act 2005 which enable anyone to ask for a licence to be reviewed and which enable the public to object to the grant of any new licences. This ability supports the Leader's Policy Statement priority of creating a Democratic City, allowing people to influence decisions: "Local People from all backgrounds are engaged in local democracy, and have more influence on local decisions and localised services. Communities and individuals are able to make their contribution to the life of the city and governance is based on openness and transparency."

Further specific consultation is evidenced in individual committee reports.

Protection of Children from Harm

Licensing has specific responsibilities under the Licensing Act 2003 to protect children from harm, and under the Gambling Act 2005 to protect children and vulnerable persons from being harmed or exploited by Gambling. These responsibilities are achieved through the application of conditions to licences to support the objectives of the legislation and by enforcement of the objectives where they are breached. In respect of taxi and private hire drivers, Licensing must ensure that drivers are 'fit and proper' to be entrusted to drive members of the public.

The key priority for the Licensing Service is Public Safety, but at the present time Child Sexual Exploitation (CSE) is of particular concern. Well publicised events in other towns and cities in England have linked CSE to the taxi and

private hire trade. One of the worst affected places was Rotherham. In February 2015 the Casey Report concluded that Rotherham MBC was not fit for purpose, having failed in its duties to protect vulnerable children and young people from harm. The report focussed heavily on the Licensing service and examined its contribution to the council's failings. In Birmingham the Licensing service is using the Casey Report as a template to measure itself against, to learn lessons and critically analyse whether it needs to change to ensure that Birmingham's children are protected.

In 2015 the Licensing Service has responded to questions from the Kerslake Review Improvement Panel about the work that it does to manage the elements of safeguarding that relate to it. We were able to evidence a small number of occasions when we have used officers' and elected members' powers to revoke drivers', operators and premises licences. We also engage at a corporate level with partners through the Child Sexual Exploitation Operational Group, the Place Safeguarding Representatives meeting and the Strategic CSE Sub-Group.

3.10 Likely Future Developments

We have systems to ensure that we are aware of likely future developments that may impact on our services through our membership of the Institute of Licensing (IOL), National Association of Licensing Enforcement Officers (NALEO) and our cooperation with the Neighbouring Authorities Working Group (NAWG).

At a national level, the recommendations from the Law Commission review of Hackney Carriage and Private Hire legislation has not been acted upon by the Government, although it is believed that the Government is only waiting for Parliamentary time before it reconsiders the draft Bill.

Locally, our decision to make hackney carriage and private hire licence applications available on line will involve considerable financial and manpower investment for the service, based on the requirement to replace our IT system. It will represent a significant change for licensed drivers who will need to be able to use computer technology to access the system.

We are reviewing and updating our conditions of licence for drivers, vehicles and operators. Once new conditions have been approved we will introduce a Quality Rating scheme for private hire operators that will give recognition to those who achieve high standards in respect of compliance with their legal responsibilities and who go beyond their statutory duties to offer an enhanced level of service to their customers. The scheme will be built upon adherence to Birmingham's Private Hire Operator Conditions of Licence.

We also intend to introduce a points system this year to enable us to record minor contraventions by licensed drivers similar to the cumulative points system operated by the DVLA for driver licences.

Other important policy reviews will be carried out this year in relation to private hire vehicle signage, engine sizes for private hire vehicles and emission standards. The introduction of a Clean Air Zone in Birmingham is likely to have one of the biggest effects on our vehicle policy seen in many years as vehicles will need to meet the new, more stringent, air quality standards. Birmingham has until 2020 to demonstrate that it has improved its air quality. Between now and then Licensing must adapt its policies to meet the challenge.

In March 2016 the contracts for the 10 MOT garages that are authorised to conduct hackney carriage and private hire vehicle MOTS were extended for a further 12 months. During this year we will procure a new contract to invite a single supplier with multiple outlets to tender at the expiry of the current contracts. This should ensure greater consistency of decision making.

3.11 Potential for Services to be provided by outside organisations

One of the main recommendations of the 2013 Service Review was to determine whether there are benefits to be gained from outsourcing the Licensing Service, or parts of it, to an external company or service provider. A report was presented the Cabinet Member for Development, Transport and the Economy outlining the benefits and risks of such a proposal. No further decisions have been made to progress this matter.

An alternative to outsourcing could be the development of a Public Sector Mutual. These are organisations that have left the public sector, but continue to deliver public services. Employee control usually plays a significant role in their operation.

Licensing has Service Level Agreements (SLAs) with other agencies to provide services on its behalf, namely the City's Occupational Health service for driver medicals, the City's Driver Training Centre for driving tests, and Surveying Services for consultancy on Safety Advisory Groups and inspecting temporary structures. We outsourced the provision of MOT testing of all Hackney Carriage and Private Hire Vehicles in 2008. In May 2014 new contracts were awarded for two years to ten garages and a 12-month extension has been awarded in 2016.

3.12 Service Delivery

In 2013/2014 we moved towards a purely reactive process of only inspecting premises about which a complaint or Request For Assistance (RFA) had been received. Although such an intelligence-led model has benefits, it can result in the majority of premises never being visited by Licensing Enforcement Officers. We recognise that most premises want to adhere to licensing legislation, but some do not and a significant minority fail to notify us when changes have taken place in their business. We find this to be the case especially in the off-licence trade.

We are conscious of the Hampton Principles and do not wish to impose unnecessary burdens on business. However, licensed premises are by their very nature premises that pose a higher risk to public safety than unlicensed premises, which is why the licensing system exists. In 2016/2017 we will continue to ensure that premises which are the subject of a Request for Assistance will be inspected, however, we will also apply a programme of regular inspections which is detailed with our service objectives in Appendix 3A.

Subjects for the inspection programme will include:

- Premises licensed under the Licensing Act 2003.
- Premises licensed for the provision of massage and special treatments.
- Premises licensed as sex establishments.
- Premises licensed under the Gambling Act 2005.
- Private Hire Vehicles and Hackney Carriage Vehicles for compliance with conditions of licence.
- Operators of private hire vehicles for compliance with conditions of licence.
- Specific exercises to identify private hire drivers who are prepared to pick up passengers who have not pre-booked their journey.
- Scrap metal collectors
- Scrap metal sites
- Our Inspection Programme for 2016/2017 is attached at Appendix 3B.

In addition to the inspection programme, we have proposed a series of themed projects that have been identified by reference to known problem areas, which evidences an intelligence-led approach to enforcement.

3.13 Financial And Resource Planning And Management

In setting our fees this year we have again undertaken a thorough review of our costs associated to delivering the Licensing Service, which is required by the City's Corporate Charging Policy. The Licensing and Public Protection Committee resolved to freeze all licence fees and charges for 2013/2014. In 2014/2015 the Committee resolved to reduce driver and vehicle renewal fees by 2.5%. Certain reductions and increases were approved to General Licensing fees and charges.

For 2015/2016 the Committee approved a range of proposals to increase and reduce licence fees dependent on the licence and the time taken to administer each licence type. The costs of delivering the service as a whole have increased as a consequence of higher corporate recharges for centrally delivered services. Gambling Act fees increased by 16%, General Licence fees largely decreased and most hackney carriage and private hire fees increased by differing amounts. Following the receipt of objections to the proposals from the hackney carriage and private hire trade the fees for drivers and vehicles were reviewed again in July 2015. The Licensing and Public Protection Committee agreed to the use of one third of the ring fenced

reserves available to it for hackney carriages and private hire (totalling £113k) to enable driver and vehicle fees to be reduced. The new fees were applied from 1st September 2015.

In February 2016 fees for 2016/2017 were approved by the Committee, again utilising one third of the ring fenced carry forward balance (totalling £189k). These fees will take effect from 1st April subject to their being no objections from the trade.

The projected carry forward balances on 1st April 2016 are a £400k surplus for the hackney carriage and private hire licensing budget and a £150k deficit for the General Licensing budget, which is hampered by its reliance on statutory fees that are uncontrollable.

The service funds 45 FTEs. The service also funds the secondment of a Police Constable to the Enforcement Team. Our structure chart is appended as Appendix 3C.

The 2014/2015 service review recommendations for the Licensing Service were approved as part of the City Council's budget for 2015/2016. They have resulted in the following savings targets:

2015/2016	£339k
2016/2017	£431k
2017/2018	£524k

The savings figures are consecutive, not cumulative. However, as part of the 2016/2017 budget consultation the decision was made to accelerate the 2017/2-18 savings into 2016/2017. Therefore, in 2016/2017 Licensing must deliver the savings targets for 2016/2017 and 2017/2018, which amount to £185,000. This is likely to have an impact on licence fees and may result in a reduced enforcement capacity.

3.14 **Partners**

The Licensing service acknowledges that maintaining and developing its services can be achieved more efficiently through selected partnership working. We work closely with neighbouring local authority licensing services who are members of the regional group called Neighbouring Authorities Working Group (NAWG). Licensing enters into partnerships when we have assessed, using a decision matrix, the desirability of the partnership in terms of increased efficiency, synergy and commonality of priorities. This table details the partnership working that we currently undertake

Activity	Description	Partners
Enforcement of Licensing legislation and conditions	Employment of a Police Constable and Police Motorcycle for HC and PH enforcement and compliance	West Midlands Police

Activity	Description	Partners
Provision of testing required for the Licensing process	Medical tests for drivers	Occupational Health Unit
	MOT testing of vehicles	MOT Testing Stations
	Driving tests for licensed drivers	Driving Test Centre
Inspection of licensed premises	Joint inspection visits to licensed premises via Joint Licensing Task Force to increase levels of compliance. (various agencies where appropriate)	West Midlands Police, BCC Planning, BCC Environmental Health, BCC Trading Standards, West Midlands Fire Service, HMRC, Safeguarding Children Board, UK Border Agency
Vehicle and driver licensing conditions and plying for hire offences	Stop checks and plying exercises – require the police to stop vehicles	West Midlands Police, VOSA CMPG (Central Motorway Police Group) UK Border Agency HMRC
Corporate membership of Professional Institute	Keeping up to date with legislative changes and benchmarking against other authorities.	Institute of Licensing
Managing licence reviews	Working with Responsible Authorities in respect of objections to applications or reviews of licences.	WM Police WM Fire Service Trading Standards Safeguarding Children Board, BCC Planning Environmental Health Public Health
The Night Time and Daytime Economy / Community Safety Partnership	Working with partners to ensure that visitors to Birmingham enjoy high levels of safety.	Birmingham CSP West Midlands Police BCC Highways BCC Transportation City Centre Management Business Improvement Districts

APPENDIX 3A

Licensing Service Objectives 2016/2017			Mission Statement 'Locally accountable and responsive fair regulation for all - achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors		
Council Business Plan 2015+ Priorities <ul style="list-style-type: none"> ▪ A Fair City ▪ A Prosperous City ▪ A Democratic City 			Lead Team/Officer – Head of Licensing		
<u>Objective</u>	<u>Task</u>	<u>Outcome</u>	<u>Measure</u>	<u>Target</u>	<u>Method</u>
To provide effective administration on all licensing applications	We will respond to all applications in a timely manner	To provide an efficient and expedient licensing services for our customers	Percentage of applications processed within 60 days. Customer satisfaction with the overall quality of our services	90% 80%	Follow efficient procedures, with monthly monitoring
To deliver a programme of inspections of premises, people and vehicles	Inspection programme	To ensure compliance with Licensing legislation	To deliver 100% of planned inspection programme. Percentage of hackney carriage and private hire vehicles that do not have safety related faults at stop-check inspections. PH Compliance rate: HC Compliance rate:	100% To improve on 2015/16 ≥ 79.6% ≥ 83%	Follow inspection programme, with monthly monitoring
To deliver effective enforcement action against those contravening licensing requirements	Enforcement action in accordance with the Enforcement Policy	To achieve compliance with legislation	Percentage of prosecution cases that are successful:	95%	Follow Enforcement policy and quality procedures

Objective	Task	Outcome	Measure	Target	Method
To provide an efficient and expedient service for dealing with customer enquiries and complaints	We will respond to all RFA's (Requests For Assistance)	RFA Customer Satisfaction results	Customer satisfaction with the overall quality of our services Response time to RFAs within 5 working days	80% 97.5%	Follow RFA procedures, with monthly monitoring
To investigate the activities of taxi touts and to bring non-compliant touts into compliance.	To build on work undertaken in previous year to ensure compliance	Improved levels of legal compliance	Number of venues / operators using touts that are brought into compliance	All identified non-compliant touts brought into compliance	Observation Intervention Advice
Identify and take appropriate enforcement action against drivers illegally plying for hire	Carry out exercises attempting to take unbooked journeys	To achieve compliance with legislation	Number of exercises carried out. Number of drivers refusing journeys compared against journeys taken. Number of drivers caught illegally plying for hire.	12 plying for hire exercises	Exercises carried out with police support - daytime and evening
High profile deterrent & advisory presence: "Yellow Coating"	Carry out high profile exercises in entertainment districts / problem areas	Deterrent effect Raise profile of service	Number of exercises carried out	Feedback from partner agencies and stakeholders.	Exercises carried out daytime and evening

Objective	Task	Outcome	Measure	Target	Method
To set improved emission standards for licensed hackney carriage and private hire vehicles and to encourage the licensing of environmentally friendly vehicles	We will work in partnership with EHO and Transportation colleagues to link the licensing of vehicles to the City's Air Quality Action Plan	Improved air quality standards for Birmingham	The production of an approved policy that addresses emission standards for licensed vehicles	To have an approved policy in place before 31.03.17	Liaison with the Environmental Protection Unit and linking to the West Midlands Low Emissions Strategy. Consultation with licensed drivers and operators.
Quality Rating Scheme for Private Hire Operators	We will introduce a Quality Rating scheme for private hire operators that will give recognition to those who achieve high standards in respect of compliance with their legal responsibilities	Improved customer choice and improved standards amongst operators	Launch of scheme	To have a scheme in place by December 2016	Public consultation prior to approval of scheme by L&PPC.

Objective	Task	Outcome	Measure	Target	Method
To review whether Birmingham's Sexual Entertainment Venue policy should be expanded to encompass a broader range of venues.	Consult with interested parties and bring proposals for a revised policy to the Licensing & Public Protection Committee.	To ensure that Birmingham is compliant with its responsibilities under the Local Government (Miscellaneous Provisions) Act 1982	To have reported options for broadening our policy to the Licensing & Public Protection Committee.	To have reported the options to the Committee by September 2016.	Public consultation and presentation of policy to elected members.
To raise public awareness of personal safety when using taxis and private hire vehicles.	Deliver a public safety campaign	Greater public awareness of the risks of using vehicles that are unlicensed or of taking journeys in unbooked private hire vehicles.	Number of people who hear the campaign.	To deliver a media campaign in conjunction with the taxi and PH trade to target freshers week.	Radio and social media campaign
To procure a system that will enable applicants for licences to be able to apply and pay for licences on-line.	To deliver a programme of channel shift by building a web portal that is linked to our licensing system.	Reduction in time spent by applicants visiting the Licensing office, reduction in data entry for officers, reduction in cash handling and improved customer service	Implementation of new IT system.	Applications for licences under the Licensing Act, Gambling Act and for Hackney Carriage and Private Hire licences to be available on-line by March 2016.	Implementation of on-line systems (where appropriate)

Objective	Task	Outcome	Measure	Target	Method
To modernise our conditions of licence for private hire operators	In consultation with the trade to review our conditions of licence.	Conditions which protect the public, and which are fit for purpose	Revised conditions approved by the Licensing & Public Protection Committee.	May 2016	Consultation with private hire operators and drivers.
To modernise our conditions of licence for private hire drivers	In consultation with the trade to review our conditions of licence.	Conditions which protect the public, and which are fit for purpose	Revised conditions approved by the Licensing & Public Protection Committee.	May 2016	Consultation with private hire operators and drivers.
To modernise our conditions of licence for private hire vehicles	In consultation with the trade to review our conditions of licence.	Conditions which protect the public, and which are fit for purpose	Revised conditions approved by the Licensing & Public Protection Committee.	May 2016	Consultation with private hire operators and drivers.
To revise the minimum engine size requirements for private hire vehicles	In consultation with the trade and members of the public, to review our engine size requirements.	An agreed minimum engine size specification to take account of improvements in vehicle technology	Revised requirements approved by the Licensing & Public Protection Committee.	September 2016	Public consultation and consultation with private hire operators and drivers.

LICENSING ENFORCEMENT TEAM
INSPECTION PROGRAMME 2016/2017

The licensing enforcement team will undertake to complete an inspection programme as follows:

Service Area	Target
Requests For Assistance (RFA)	Every premises which is the subject of an RFA will be inspected during the year.
Premises licensed or applying for licences under Licensing Act	One third of retail premises licensed to sell alcohol will be inspected. Inspections will be targeted at new or varied licence applications, premises subject to RFA's, late or non-payers or other intelligence received from outside sources e.g. Police/EH/Fire Service. 100% of applications for a new or varied licence will receive an inspection.
Premises licensed or applying for licences under Gambling Act	100% of applications for a new or varied licence will be inspected.
Premises licensed or applying for licences under Birmingham City Council Act	100% of premises applying for a new licence will be visited.
Premises licensed or applying for licences as a sex establishment or Sexual Entertainment Venue under Local Government (Miscellaneous Provisions) Act 1982	All premises applying for a new licence will be visited. All premises applying for renewal of licence will be visited. All premises that are already licensed will receive at least one annual compliance inspection.
Scrap metal collectors under the Scrap Metal Dealers Act 2013	All applicants for a new licence will be subject to a suitability test.
Licensed scrap metal sites under the Scrap Metal Dealers Act 2013	All applicants for a new licence will have a site visit
Businesses licensed to operate private hire vehicles under Local Government (Miscellaneous	Operators who have failed to comply with the conditions of licence during an inspection will be re-inspected after 4 months and will continue to be

Service Area	Target
Provisions) Act 1976	inspected at four monthly intervals until they pass, after which they will revert to an annual inspection.
Vehicles licensed to be used for private hire purposes under provisions of Local Government (Miscellaneous Provisions) Act 1976	18 stop-check exercises. This will provide for at least one stop-check per month, with more in the approach to Christmas and New Year when demand for hackney carriages and private hire is at its greatest.
Drivers licensed to drive a private hire vehicle under Local Government (Miscellaneous Provisions) Act 1976	18 stop-check exercises. This will provide for at least one stop-check per month, with more in the approach to Christmas and New Year when demand for hackney carriages and private hire is at its greatest.
Vehicles licensed as Hackney Carriages under the Town Police Clauses Act 1847	18 stop-check exercises. This will provide for at least one stop-check per month, with more in the approach to Christmas and New Year when demand for hackney carriages and private hire is at its greatest.
Drivers licensed under the Town Police Clauses Act to drive Hackney Carriages	18 stop-check exercises. This will provide for at least one stop-check per month, with more in the approach to Christmas and New Year when demand for hackney carriages and private hire is at its greatest.
Companies / Vehicle proprietors who hire vehicles to licensed drivers (inc accident management companies)	100% of all companies to be visited to ensure compliance with vehicle proprietor conditions.

*N.B. The proposed number of stop check exercises for hackney carriage and private hire is 18 in total, at which all types of vehicles and drivers will be inspected.

LICENSING STRUCTURE CHART

