

		OUTCOMES	ACTIONS	MEASURE	TARGET
A. Regulating shisha activity for compliant and fair trading businesses	-Striving for well run, safe and fair trading shisha businesses. Achieved through business support and regulator activitie. Fair trading businesses are those which are legislatively responsible and do not ignore their duties or responsibilities.	Shisha businesses operate compliantly, safely, responsibly and are well managed –	<ul style="list-style-type: none"> • Early intervention- Advise shisha owners of compliance duties (with specific legislation) on initial advice calls, planning applications and initial visits. • All shisha premises requesting planning permission and licenses from BCC will receive business support information 	all new shisha premises or new owners are provided with business advice and a business compliance visits (BCC & WM Fire)	Measure achieved within 2 months of becoming aware of premises
		Prevention interventions; engagement and business support	<ul style="list-style-type: none"> • Shisha businesses support packs that provide information and advice on the legislative framework shisha business owners must adhere to • Packs provided to all known shisha premises within Birmingham annually • Business packs annually reviewed and refreshed; standardised information across the West Midlands. 	Business packs made available on the BCC and agency websites Business packs annually refreshed Business packs provided to known businesses.	Measure achieved
			<ul style="list-style-type: none"> • Working with shisha business on unsafe activities to produce bespoke activity guidance: infection control; safe handling of lighting, use and disposal of charcoal; use of heating equipment indoor and outdoor, and under 18 restrictions on sale of tobacco and health information provision surrounding tobacco sales. 	Business guidance produced and distributed on specific activities within shisha premises	Measure achieved
			<ul style="list-style-type: none"> • Establish links with business partnerships to reinforce compliance and safety messages to businesses; • explore communication mechanisms to enhance distribution of support materials 	Links established with businesses Determine appropriate communication platforms	Measure achieved
		regulatory interventions	<ul style="list-style-type: none"> • Develop a risk rating scheme of all known shisha premises - high/ low risk, compliant/ non-compliant with Fire safety; Smoke free; planning; licensing; tobacco regulations; health and safety; food safety; waste; litter; measures to reduce anti-social behaviour, supply to under 18yr olds and compliance with businesses rates • Include inspection regimes. Where possible, premises to be inspected with all relevant legislation 	risk rating of premises with partners	100% of all known premises risk rated and visited relative to risk
			<ul style="list-style-type: none"> • All agencies in contact with, or have services concerned with shisha premises understand the legal framework that premises should operate within to reduce business competitive advantage through illegal activity or operation and ensure safety. 	Legal Framework refreshed, published and agreed by all partners (within Shisha Operations group)	Measure achieved
			<ul style="list-style-type: none"> • shisha premises count undertaken annually and database refreshed 	undertaken annually on a specified date by Shisha Operations group	Measure achieved
			<ul style="list-style-type: none"> • Business compliance visits undertaken by Environmental Health; Planning; Licensing; Trading Standards; West Midlands Fire Authority; West Midlands Police (depending on situation/ complaint/ issue). HMRC/Immigration involved – intel based • Targeted enforcement action on the most problematic premises/ non-compliant businesses 	all known risk rated high premises have at least a bi-yearly inspection by all agencies (where required), premises inspection rate determined by risk rating; all complaints received investigated; Appropriate enforcement interventions undertaken to be concluded.	100% of rolling programme have a yearly compliance inspection; 100% of all complaints investigated; all enforcement action undertaken has an outcome

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B. Well Managed business that minimise impacts-	Dealing with problems and impacts - no business should adversely impact or be a danger to its customers; employees and local communities; Safe, compliant premises with minimal community impact	The prevention of crime and disorder (Protecting the amenity of neighbourhoods) and reducing impacts	<ul style="list-style-type: none">Ensure all active shisha premises are inspected with regard to the legislative framework on a bi-annual basis.Provision of business support information to assist in the prevention of crime and disorderWhere applicable, ensure that the Premises License Statement demonstrates how the premises will uphold this objectiveIn the case of specific issues arising, the relevant authority to take the lead on the issue	<ul style="list-style-type: none">Information provided to shisha premises on a variety of measures that will assist to reduce impacts to persons, communities, users and the publicWhere premises apply for a premises license- should the information not be apparent on the Premises license statement to demonstrate how the premises will uphold the licensing objective then the premises will be contacted by the appropriate Responsible Authority.Define the hygiene standard (legislative and voluntary)for shisha premisesProduction of a social responsibility scheme around young people for shisha premises in collaboration with businesses	Measures achieved
		Public Safety (safe customers, employees and visitors) and heath related harms	<ul style="list-style-type: none">Appropriate regulatory, enforcement and advice interventions undertaken with regard to the regulators enforcement policy around infectious disease; tobacco product labelling; indoor air quality; supply of tobacco to young people (verification schemes and Proxy supply reduction)Fire Safety; adequate level of natural ventilation and carbon monoxide.Where applicable, ensure that the Premises License statement demonstrates how the premises will uphold this objective.Define hygiene standards (legislative and voluntary) to protect from disease transmission		
		The prevention of public nuisances	<ul style="list-style-type: none">Provide information to businesses on how to reduce external noise, litter, waste, gatherings of people (late night/ early morning) and vehicle impacts from parking and car cruising, noise, waste, ASB activities, car related ASB that effect neighbourhoods and residents.Where applicable, ensure that the Premises License statement demonstrates how the premises will uphold this objective		
		Protection of children from harm	<ul style="list-style-type: none">Ensure age of sale restrictions are understood by businesses, public and partners and effective mechanisms in place at all shisha premises to restrict underage sales (age verification schemes). Working towards shisha premises being only for over 18 years admittance.Where applicable, ensure that the Premises License statement demonstrates how the premises will uphold this objective.Work with agencies and businesses to produce a social responsibility scheme for shisha businesses around young people including safeguarding.		
			<ul style="list-style-type: none">Agency compliance visits to premises and responding to complaints.Provision of safeguarding information and advice to premises (where applicable) and with relevant partners. (similar to those adopted by licensed premises).	Safeguarding information provided and distributed to premises	Measures achieved
		Resource, systems, governance	<ul style="list-style-type: none">Ensure effective partnership working between partners; agencies; services; other local authorities and regulators; government and non-government agencies to ensure awareness of shisha as a business sector; appropriate information provided to businesses and interventions to assist in the outcome of minimising impacting activities..Quarterly operations meeting; joint inspections with agencies to reduce burden on businessesSharing intelligence- MOU's (e.g. with non-regulators) and data sharing agreements in place between regulators.Ensure there is an effective recording and response complaint system available, and advertised for users, employees and the public to voice issues and concerns to regulators and agencies regarding shisha activities (not necessary a bespoke system)	<ul style="list-style-type: none">Complainants provided with information on which agencies will respond to which concerns and complaints.Ensure an effective response mechanism to complaints, incidents and concerns;Ensure wider agencies are aware of shisha businesses so they can report on potentially new premises;Yearly report to LPPC and Cabinet Member for Health and Well-being; ADPH Regional group	

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C. Promotion of shisha use harm reduction messages for shisha users	Studies show that many shisha smokers are unaware of its health impacts, with many wrongly considering shisha smoking to be a healthier alternative to other tobacco smoking	Using education and awareness raising, providing harm reduction messages for users to enable informed choice, and potentially reducing uptake (This is not seeking to prohibit shisha smoking, but strive to enable shisha users to take informed responsible decisions about shisha smoking.)	<ul style="list-style-type: none">• Promoting healthier lifestyle messages around safer usage of shisha, messages informing of the potential harm of smoking shisha.• This work will be undertaken by the West midlands Regional Tobacco Control alliance shisha subgroup (a subgroup of the Regional Tobacco Control Network). Messages will respect cultural aspects of the activity.• Raising awareness that shisha is smoking with businesses, employees; users; the public and organisations which interact with smokers and young people and promoting responsible choices		Measures achieved
			<ul style="list-style-type: none">• Enable and advocate that places/ events which attract or provide services for children or young people, do not actively promote shisha smoking (e.g. fresher's at universities)• Minimising harm through partner policies of harm reduction messages and reducing promotion, glamorisation and normalisation of smoking, including shisha smoking, especially around young people• Ensuring the location, advertisement and activates surrounding shisha businesses do not provide an incentive to young people to try, uptake or purchase shisha, i.e. opening times; proximity to child centric places and premises and advertising smoking not prominent where children will be present	Planning Department Events working with educational establishments	
			<ul style="list-style-type: none">• Raising awareness with health care workers to increase knowledge of shisha smoking activity. Enabling access to advice on shisha smoking cessation	Working with dentists; health care workers; midwives and GP's to raise awareness around shisha smoking	
D. Assisting the evidence	Contributing to the evidential base for practice, behaviours and environment		<ul style="list-style-type: none">• Working with, and assisting research partners to further the UK evidential base around the shisha activity.• Assistance with local universities to further research opportunities to establish best practice, particularly around heath impact and usage.	No measure as availability of research opportunities is determined by the research institute	

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E. Advocating for future legislative interventions that will further ensure compliant, safe premises and enable reductions in health and community impacts.	Exploration of systems; legislative frameworks or policy that incentivise, further regulates and educates around shisha activities (sales and smoking activity) to reduce harms and impacts	Partnerships and collaborations to develop strategies, systems and networks for better regulation, improving management and reducing risks and impacts around shisha activity	produce an options paper for discussion produce a paper of evidence of existing challenges	Possible new interventions: 1. A new legislation framework; 2. Enhance current Smoke free legislation; 3. Changing council policy around the Local Government Declaration on Tobacco Control Authorities
		Further partnerships and interested partners to advocate for stronger and clearer legislative frameworks that address the health, safety and environmental impacts associated with shisha premises activity and no under 18yrs admittance		
		Partners and agencies to provide evidence for action		
		Using the political environment and process to enhance action		