

LICENSING STANDARDS

1. Complainants contacted within 1 working day of receipt of complaint
2. Respond to all messages recorded on the licensing answer telephone within 1 working day
3. All Home to School Contract schools visited at least once per term
4. All vehicles and drivers undertaking 'Home to School Contracts' checked once per term.
5. All correspondence acknowledges within 5 working days
6. All telephone calls returned within 48 hours
7. All e-mails acknowledged within 48 hours.
8. Enquiries for information response made within 48 hours where possible
9. Staff to be helpful and approachable at all times
10. Requests for enforcement action to be responded within 24 hours.

Licensing Performance Analysis

The majority of the performance indicators have met the targets.

% of Licences Issued within 2 days

Target 90% - Actual 81% decrease of 3%

% of Matters Referred to Committee within 8 Weeks

Target 100% - Actual 68% increase of 3% over three years

Total Number of Licences Issued

Increase of 119 licences

Applicants Seen by Appointment

Increase of 200

Analysis

The matters referred to committee within 8 weeks are regularly reviewed and the exception reporting demonstrates that the matters which have not been referred within 8 weeks are out of Licensing's control i.e awaiting Medical Certificates, DVLA Mandates or CRB reports.

The rise in Scrap Metal Dealers Permits during 2010/11 was a direct consequence of 'Operation Steel' a joint initiative with the Police to ensure all Scrap Metal Dealers are registered with the Council within the Borough

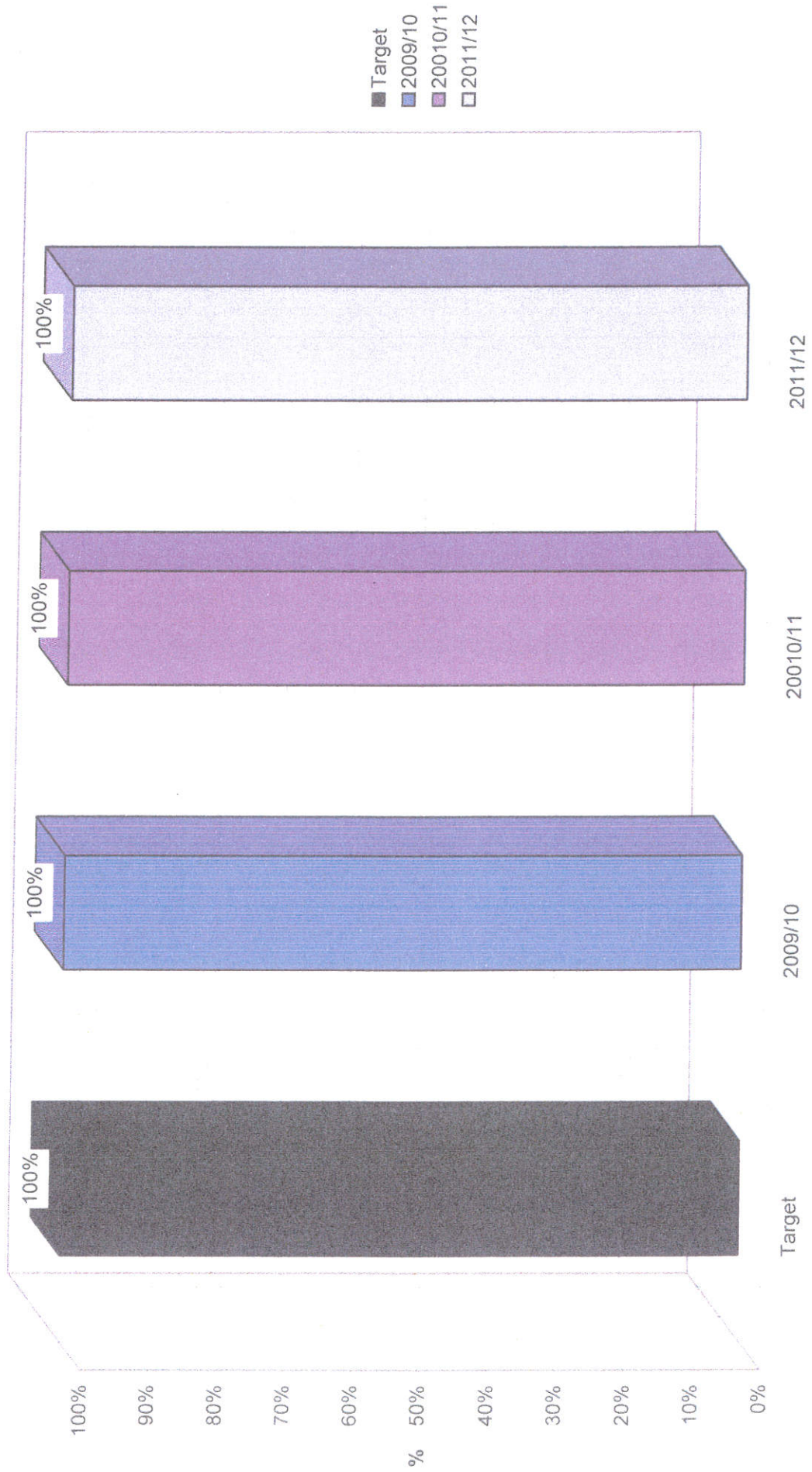
The significant rise in the number of committee reports during 2010/11 directly related to a batch of applications being held in abeyance.

There has been an increase of 136 in the numbers of hackney carriage/private hire licences issued. Although this indicative of volumes of work processed by the Licensing Section, these numbers are governed by medicals. CRB reports, DVLA mandates and Insurance certificates and do not indicate the numbers of drivers and vehicles licensed with the Authority.

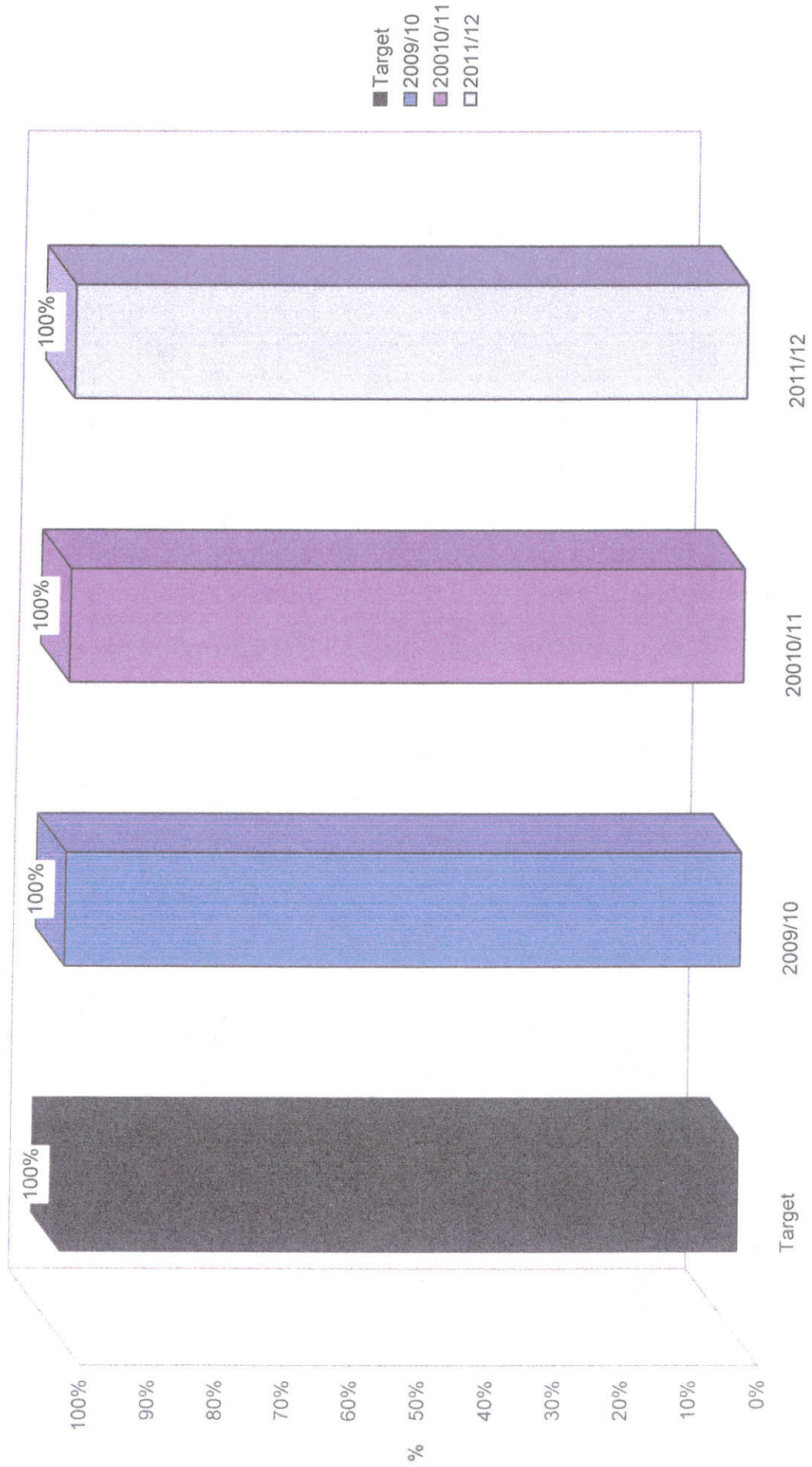
The Licensing Section has performed well against performance indicator targets, containing the small increases in licences processed and clients seen by appointment to maintain a good service to our customers.

TYPE OF LICENCE	01.04.09 31.03.10	01.04.10 31.03.11	01.4.11 31.03.12				
Street Trading	14	12	11				
House to House Collections	12	13	8				
Lotteries	138	135	71				
Scrap Metal	4	20	12				
Street Collection Permits	61	77	94				
Hackney Carriages	851	831	974				
Private Hire Cars	1842	1833	1720				
Hackney Carriage Drivers	808	761	843				
Private Hire Drivers	1221	1113	1137				
Private Hire Operators	42	28	30				
Marriage Licence	1	4	3				
Number of Sub-Committee Reports written	192	214	182				
Number of applicants seen by appointment	5912	5425	5625				
Returns received for Lotteries	178	243	95				
Complaints of Section	0	0	0				
Commendations	6	4	1				
Premises Licences	267	377	438				
Personal Licences	398	216	244				
Gambling Premises Licences	92	99	53				
Number of appointments seen within 5 minutes	100%	99%	100%				
Total number of licences issued	5751	5519	5638				

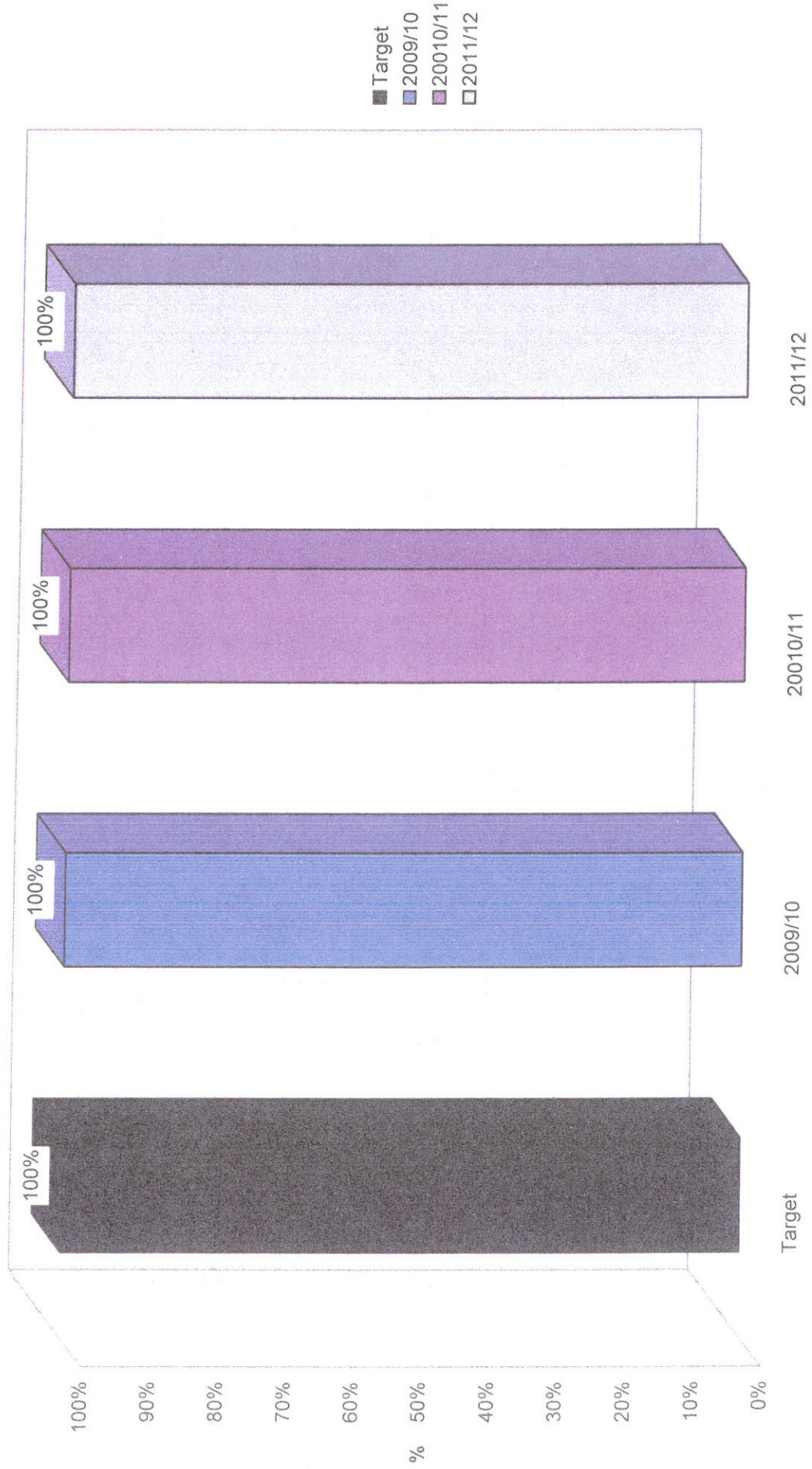
% of Applicants Receiving an Appointment within 2 Days of Request



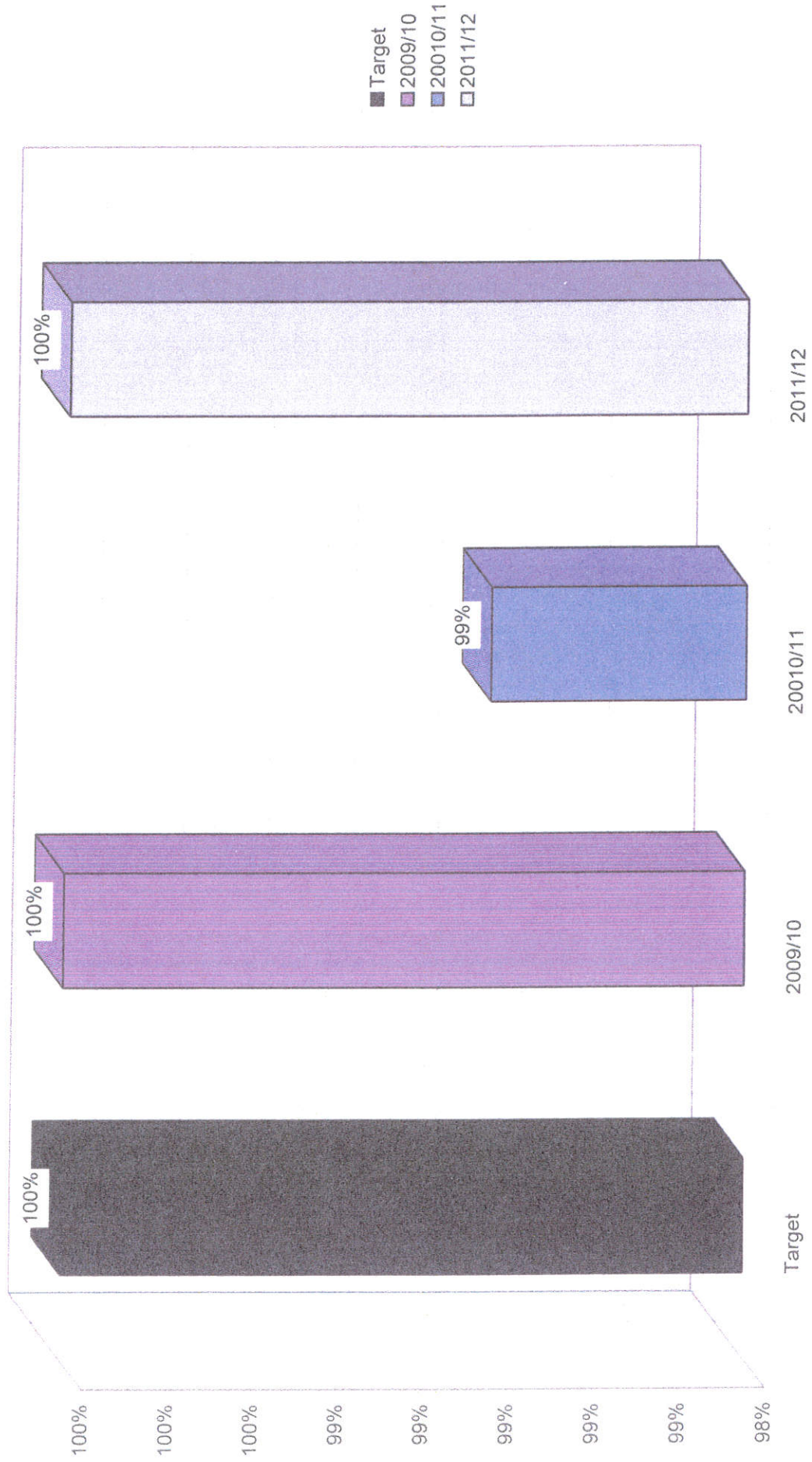
% of Applicants Receiving a Plate within 1 day of passing Lister Road Test



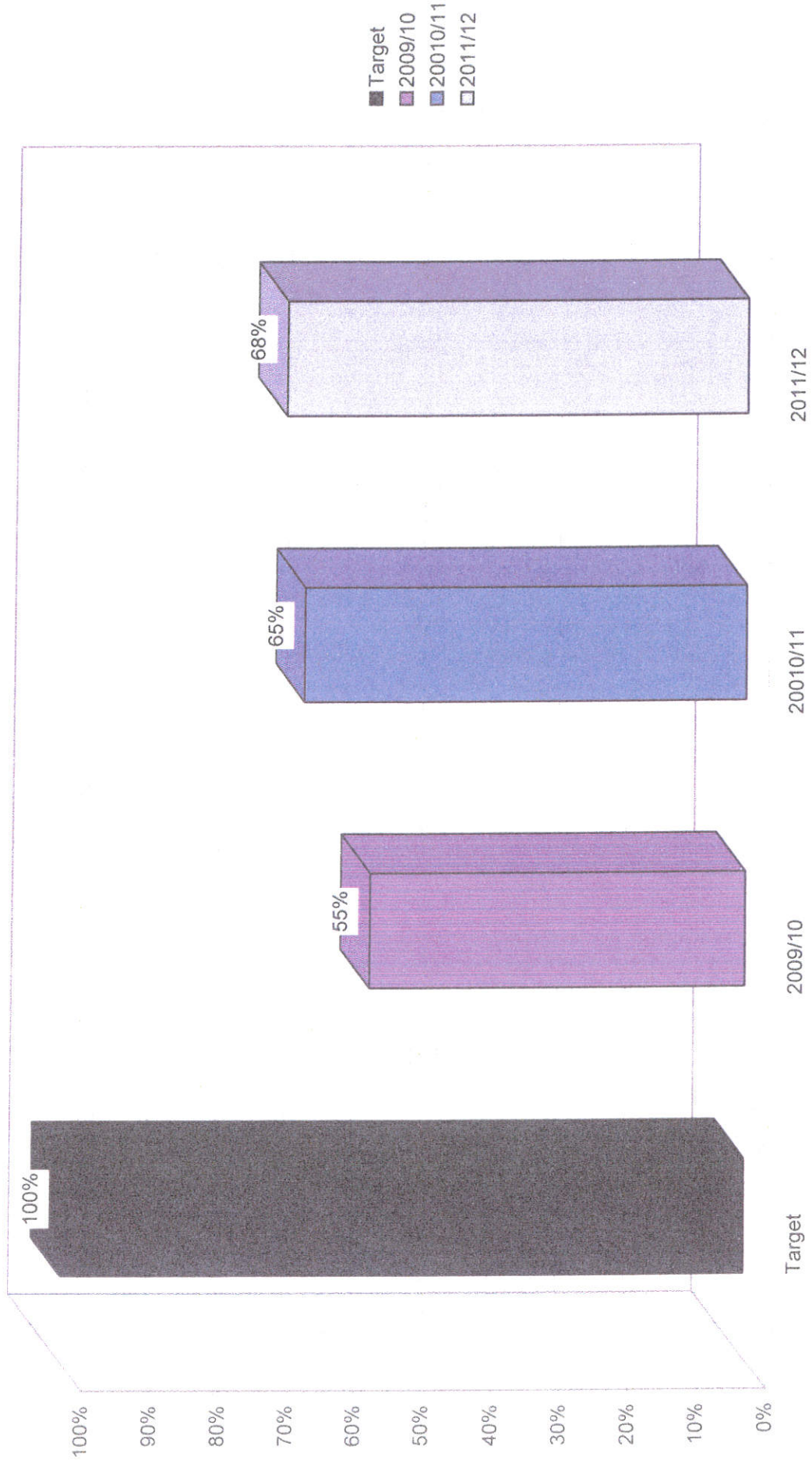
% of Response to Requests for Application Forms within 24 Hours



LICENSING - % of Applicants Seen within 5 Minutes of Appointment Time - 2011/12



LICENSING - % of Matters Referred to Committee within 8 Weeks - 2011/12



LICENSING - % of Licences Issued within 2 days - 2011/12

