



SWINDON
BOROUGH COUNCIL

Role Profile

Job title:	Licensing Manager	Role Profile No	EH2684
Grade/s	S		
Salary Range			
Directorate / Pillar / Strand	Delivery – Planning and Regulatory Services	Reporting to:	Head of Regulatory Services
		Responsible for:	<p>Policy and delivery for Premises and events licensing, ensuring safety at sports grounds, taxi licensing and Animal health</p> <p>Licensing and events officer</p> <p>3.5 FTE Licensing Officers</p> <p>1x Animal Warden</p> <p>2 x Licensing Administration Officers</p>

Role Overview

To manage and provide strategic leadership and delivery of all Licensing services includes all Licensable activities (including gambling) for which the Local Authority is responsible under relevant legislation and all other licensing activities including the management of all aspects of the Council's taxi licensing function under the relevant Act, ensuring that delivery achieves commissioned outcomes in accordance with local priorities

To manage all activities relating to Animal Health functions including the control and collection of stray dogs.

Job Purpose:

- Manage all aspects of the Council's licensing, taxi licensing and animal health functions in a manner that achieves high quality commissioned outcomes in accordance with Council priorities and statutory requirements
- To develop an integrated licensing service that works in partnership with external agencies to deliver high quality solutions to its service users
- To ensure effective performance management within the wider licensing function and those whose activities are licensed
- To take a risk based approach to managing demand in the service
- Recognise and manage the diversity of stakeholder requirements on the licensing regime
- Deliver innovative financially and operationally sustainable solutions against agreed requirements and the legislative framework
- To ensure that premises, events, animal boarding and taxis operate in a manner which is safe and protects service users and the general public.
- To liaise directly with the general public and service users on issues pertaining to licensing, taxi licensing and animal health

Key Accountabilities

Licensing & Events

- Manage and oversee all aspects of the Council's Licensing service including establishing and implementing its strategic direction to meet the Council's vision, strategic aims and statutory duties, with particular reference to the night time economy and town centre regeneration and the control of events through licensing and enforcement.
- Manage and oversee the work of the Licensing Team which embraces the ethos of Better Regulation, providing an accessible and one stop service for service users.
- Co-ordinate and provide advice and support on good licensing practice to colleagues across the Council.
- Bring challenge, insight and experience to joint working with partners both within the council and externally, to devise and implement strategies which minimise the negative impact of the licensed trade and to ensure that anti-social behaviour, crime and disorder and health effects associated with alcohol use are considered in delivering the licensing service.
- Foster and develop the strategic relationship with the both the police and the licensed trade on cross cutting licensing issues by a process of awareness raising, advocacy and the engagement of internal partners.
- To prepare reports and attend Cabinet meetings, Licensing Committee Meetings, advisory groups and other meetings as required.
- To advise the Licensing Committee, and Licensing Panels on all technical matters relating to the licensing service, and provide expert, impartial advice to the Committee and Panels in pursuance of their duties.
- To provide appropriate training for Members of the Licensing Committee to enable them to effectively perform their function.
- To lead and chair multi-agency working groups so that each partner understands their role and responsibilities, to ensure that event safety (including safety at sports grounds and stadia) is co-ordinated across internal and external agencies
- To brief the Chair of Licensing Committee and the Lead Member for the service area

- Manage service delivery to meet operational, budgetary and financial targets.
- To manage the link between licensing and events to ensure that events are run safely and within the licensing policy.
- To lead and undertake enforcement visits to premises and events at unsocial hours and over weekends
- To oversee the grant of all types of licences for premises and events
- To attend public meetings as required in the furtherance of the licensing and event safety function.
- To act as the Council's technical expert on all matters of premises and event licensing.
- To consult with members of the public, service users and expert bodies on changes to licensing policy

Taxi Licensing

- Manage and oversee all aspects of the Council's Taxi Licensing service including establishing and implementing its strategic direction to meet the Council's vision, strategic aims and statutory duties, with particular reference to joining the taxi licensing regime with the Council's licensing activities and in particular the night time economy.
- Manage and oversee the work of the Taxi Licensing Team which embraces the ethos of Better Regulation, providing an accessible and one stop service for service users.
- Provide advice and support on good Taxi licensing practice to colleagues across the Council.
- Work with partners both within the council and externally to devise strategies which minimise the negative impact of the taxi trade, and ensure that taxis are able to operate harmoniously and safely with other road users and in particular in respect of their use in the transportation of vulnerable children to and from places of learning.
- To develop and implement an improvement plan for the Taxi Licensing service that addresses points raised through independent audit reports and/or peer reviews of the service
- Foster and develop the relationships with the Taxi Drivers Forum, and attend forum meetings as required.
- To prepare reports and attend Cabinet meetings, Taxi Licensing Committee Meetings, advisory groups and other meetings as required.
- To advise the Taxi Licensing Committee, and/or Panels on all technical matters relating to the service and cases which come before member groups requiring a decision.
- To provide appropriate training for Members of the Taxi Licensing Committee to enable them to effectively perform their function.
- To brief the Chair of the Taxi Licensing Committee and the Lead Member for the service area
- Manage service delivery to meet operational, budgetary and financial targets.
- To lead and undertake enforcement visits and spot checks to at unsocial hours and over weekends
- To oversee the grant of all types of licences for private hire taxis and hackney carriages
- To attend public meetings as required in the furtherance of the taxi licensing function

Animal Health and stray dogs

- Manage and oversee all aspects of the Council's Animal Health function including the licensing of animal boarding establishments and the stray dog service
- Provide advice and support on animal health and licensing issues and practice to colleagues across the Council.
- Work with partners both within the council and externally to devise strategies which ensure that the animal health service is able to control and protect animals and public health through appropriate

licensing and practise.

- To prepare reports and attend Cabinet meetings, Licensing Committee Meetings, advisory groups and other meetings as required.
- To advise the Licensing Committee, and/or Panels on all technical matters relating to the service and cases coming before member groups requiring a decision.
- To provide appropriate training for Members of the Licensing Committee to enable them to effectively perform their function.
- To brief the Chair of the Licensing Committee and the Lead Member for the service area
- Manage service delivery to meet operational, budgetary and financial targets.
- To lead and undertake enforcement visits and spot checks to at unsocial hours and over weekends
- To oversee the grant of all types of licences for animal boarding establishments
- To attend public meetings as required in the furtherance of animal health function
- To consult with members of the public, service users and expert organisations on animal boarding policy

Job Scope

Number and type of jobs managed: 8 direct reports comprising of qualified professional staff and experienced taxi licensing officers

Budget (annual): Total service area budget is about £500k which includes income

Assets: Access to cold storage freezer (animal fatalities), IT and relevant noise monitoring equipment

Knowledge and Experience

- Extensive experience of managing multi-functional licensing teams (including taxi licensing) in a public sector environment
- Comprehensive up to date knowledge of Licensing legislation (including taxi licensing)
- Experience of developing synergies and partnerships within the organisation and externally
- Experience of driving service change at a managerial level
- Knowledge and experience of budget management and income generation
- Experience of contract management and procurement
- Experience of managing change and implementing new ideas, including functional integration
- Extensive knowledge and experience of Animal health functions
- Educated to degree level or equivalent
- Member of (or eligibility for membership of) an appropriate professional institution
- Experience in the use of IT tools.
- Self motivated and able to deliver work to a high standard with little supervision
- Excellent interpersonal, communication and leadership skills evidenced by the ability to establish productive working relationships at all levels in the organisation and with partner organisations
- Strong organisational skills, diary management and the ability to work to deadlines in a pressurised environment.

Statutory Qualifications required for this post

Postgraduate qualification in a relevant subject, with an appropriate level of experience to fulfil this wide ranging and high profile role and give assurances to members on the probity of licensing processes.

Decision Making

- Making effective decisions quickly and able to act on own initiative to resolve problems
- Demonstrating creativity in using resources to deliver cost effective services
- Advising the Chair and Members of Licensing Committee. Licensing Panels, Taxi Licensing Committee and other Panels and member forums on technical matters
- Advising officers within the team on technical matters
- Resolving conflict between applicants and team members
- Advising on the validity of consultation responses to applications and requests for Licence reviews
- Determining the full range of licence applications where there is no requirement for Member involvement.

Contacts and Relationships

Demonstrate abilities as both a leader and a team member who enjoys a good working relationship with colleagues and stakeholders at all levels

Working collaboratively closely with the partners listed below, improving communication and connectivity in order to make better use of the resources, facilities, relationships and partnerships by adapting an approach depending on the situation.

- Applicants for licences often in connection with multi million pound projects
- Director of Law and Corporate Governance
- Wiltshire Constabulary
- Other Council service Areas
- The licensed trade (including taxi drivers)
- Swindon Primary Care Trust
- Lead Commissioners
- Councillors
- Managers
- Members of the public

Creativity and Innovation

- Reviews ways of working and identifies opportunities to improve the quality of the work of the team
- Demonstrates creativity in using resources to deliver cost effective and integrated services
- Identify and implement new ways of working with partners

Other Key Features of the role

- Ability to focus on what needs to be done, and doing it demonstrating innovation and resilience in service delivery
- Manage workloads to maximise the use of resources available, and that all deadlines are met

- An understanding of the cost and risk implications of proposed actions and take action to ensure that financial loss and business risks are minimised
- Ability to make site visits

Head of Regulatory Services	
Signature:	Date
Licensing Manager	
Signature:	Date: