

Worcestershire
Regulatory Services

Supporting and protecting you

Service Delivery Plans
2011/12

Outcomes:

- 1. Reduced incidence of food poisoning**
- 2. Greater public awareness of food safety issues**
- 3. Improved Public Health & Well-being**
- 4. More compliant businesses**
- 5. Reduced hospital admissions**
- 6. Changed attitude to smoking, healthy eating and sensible drinking**
- 7. Reduced under age sale of alcohol**
- 8. Reduced incidents of alcohol fuelled ASB**
- 9. Improve animal welfare**
- 10. Reduce risk of disease spread**
- 11. Reduced Pollution**
- 12. Reduced nuisance arising from businesses**
- 13. Greater public awareness**
- 14. Controlled incidents of infection**
- 15. Reduction in ill health / sickness absence arising from accidents**
- 16. Improved customer confidence on safe use of taxis**
- 17. Reduction in alcohol-fuelled crime and disorder**
- 18. Reduction in public nuisance associated with licensed premises**
- 19. Reduction in underage sales of age-restricted products**
- 20. Reduction in nuisances related to fireworks**
- 21. Reduction in doorstep crime**
- 22. Increase in older people feeling safe in their homes**
- 23. Reduced level of counterfeit items being supplied in Worcestershire**
- 24. Improved public contentment with their neighbourhood**
- 25. Confident informed consumers**
- 26. Reduction in complaint levels relative to businesses in Worcestershire**
- 27. Reduce the negative effects of contaminated land**
- 28. People feel safe in their environment**
- 29. Reduction in waste caused by excessive packaging.**
- 30. Reduction in landfill tax**

- 31. More informed consumer choice**
- 32. Reduced environmental emissions**
- 33. Increasing value demand**
- 34. Reducing failure demand**
- 35. Consistent high quality service**
- 36. Satisfied customers**
- 37. Customer able to access service facilities by their chosen means**
- 38. Staff have the right skills, tools and support**
- 39. Staff engagement and job satisfaction**
- 40. More joined up activities**
- 41. Reduction in complaints reported**

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AIM: TO PROTECT PUBLIC HEALTH & SAFETY

OBJECTIVE: ENSURE THAT FOOD IS SAFE TO EAT AND CORRECTLY DESCRIBED

| Outcomes: Reduced incidence of food poisoning Greater public awareness of food safety issues Improved Public Health & Well-being | | | |
|--|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Conduct risk based/ intelligence-led inspection and sampling of businesses for compliance with relevant legislation | | 1, 2, 3 | |
| Provide business advice and education | | 1, 2, 3 | |
| Investigate complaints | | 1, 2, 3 | |

OBJECTIVE: TACKLE SMOKING, OBESITY & ALCOHOL ABUSE

| Outcomes: More compliant businesses Improved Public Health & Well-being Reduced hospital admissions due Changed attitude to smoking, healthy eating and sensible drinking Reduced under age sale of alcohol Reduced incidents of alcohol fuelled ASB | | | |
|---|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Promotion of healthy lifestyle options | | 3, 4, 5, 6, 7, 8 | |
| Investigate complaints about under age sales and smoking in public places | | 3, 4, 5, 6, 7, 8 | |
| Deal with incidents of non compliance | | 3, 4, 5, 6, 7, 8 | |
| Licensing of pubs , clubs & people | | 3, 4, 5, 6, 7, 8 | |
| Test purchasing of age restricted products | | 3, 4, 5, 6, 7, 8 | |

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|-------------------------|--|------------------|--|
| Undertake project work, | | 3, 4, 5, 6, 7, 8 | |
|-------------------------|--|------------------|--|

OBJECTIVE: CONTROL LIVESTOCK MOVEMENTS & ANIMAL DISEASE

| Outcomes: Improve animal welfare Reduce risk of disease spread | | | |
|---|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Carry out intelligence lead, risk assessed inspections | | 9, 10 | |
| Gather intelligence | | 9, 10 | |
| Maintenance and exercising of emergency plans | | 9, 10 | |
| Enforcement activities with partners where appropriate | | 9, 10 | |
| Record animal movements and licence on ALMS | | 9, 10 | |

OBJECTIVE: IMPROVE AIR QUALITY

| Outcomes: Improved Public Health & Well-being Reduced Pollution | | | |
|--|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Monitoring of air quality and declaration of AQMAs where necessary | | 3, 11 | |
| Liaison with partners e.g. Highway and planners | | 3, 11 | |

OBJECTIVE: MINIMISE HEALTH RISKS ASSOCIATED WITH NUISANCES

| Outcomes: Reduced nuisance arising from businesses Greater public awareness Improved public health & well-being Reduced Pollution | | | |
|--|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Investigation of incidents | | 3, 11,12, 13 | |
| Determining applications for environmental permits | | 3, 11,12, 13 | |
| Liaison with Planners | | 3, 11,12, 13 | |
| Promotional / Educational activity | | 3, 11,12, 13 | |

OBJECTIVE: CONTROL THE SPREAD OF INFECTIOUS HUMAN DISEASE

| Outcomes: Improved public health & well-being Controlled incidents of infection | | | |
|--|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Investigation of cases of communicable disease | | 3, 14 | |
| Statutory reporting of infectious disease (NOIDS) | | 3, 14 | |
| Responding to national emergencies | | 3, 14 | |
| National Health Burials | | 3, 14 | |
| Investigation of public health complaints | | 3 | |
| Enforcement of food handling exclusions | | 3, 14 | |
| Pest Control treatments | | 3, 14 | |
| Inspection and sampling (swimming pools, Private water supplies (PWS)etc) | | 3, 14 | |

OBJECTIVE: ENSURE PEOPLE ARE SAFE AT WORK & WHEN VISITING BUSINESS PREMISES

| Outcomes: More compliant businesses Improved public health & well-being | | | |
|--|------------------------|-----------------------------|------------------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Provision of advice to businesses | | 3, 4 | |
| Enforcement activities- complaints/incidents, inspections, samples etc | | 3, 4 | |

OBJECTIVE: MAINTAIN THE SAFETY OF TAXI USERS

| Outcomes: More compliant businesses Improved public health & well-being Improved customer confidence on safe use of taxis | | | |
|---|------------------------|-----------------------------|------------------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Private hire/ Hackney carriage licensing | | 3, 4, 16 | |
| Enforcement activities | | 3, 16 | |
| Policy development | | 3, 4, 16 | |

AIM: TO MINIMISE CRIME & DISORDER

OBJECTIVE: USE POWERS TO LIMIT ALCOHOL-FUELLED DISORDER AND UNDERAGE SALES

| Outcomes: More compliant businesses Reduction in alcohol-fuelled crime and disorder Reduction in public nuisance associated with licensed premises Reduction in underage sales of age-restricted products Reduction in nuisances related to fireworks | | | |
|--|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Agree licensing policy | | 4, 17, 18, 19, 20 | |
| Issue licences for premise and people | | 4, 17, 18, 19, 20 | |
| Respond to requests for trader advice on licensing matters | | 4, 17, 18, 19, 20 | |
| Enforcement-complaints, inspections and test purchases | | 4, 17, 18, 19, 20 | |

OBJECTIVE: STOP ROGUE TRADING

| Outcomes: Reduction in doorstep crime Increase in older people feeling safe in their homes Reduced level of counterfeit items being supplied in Worcestershire | | | |
|---|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Develop/ Instigate No Rogue Trader Zones with local CDRPs | | 21, 22, 23 | |
| Provide register of responsible home improvement businesses (Trader Register) | | 21, 22, 23 | |
| Enforcement through complaints, investigations and | | 21, 22, 23 | |

| | | | |
|---------------------------------|--|------------|--|
| samples | | | |
| Advice and education activities | | 21, 22, 23 | |

OBJECTIVE: PROTECT PEOPLE FROM ANTI-SOCIAL BEHAVIOUR CAUSED BY NOISE AND OTHER NUISANCES

| Outcome: Improved public contentment with their neighbourhood Reduction in complaints reported | | | |
|---|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Respond to complaints about statutory nuisances | | 24, 41 | |
| Enforcement activity | | 24, 41 | |

OBJECTIVE: ENSURE WELFARE OF LIVESTOCK/OTHER ANIMALS

| Outcome: Improve animal welfare | | | |
|--|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Promote Animal Health & Welfare across the County through advice and education | | 9 | |
| Enforcement- complaints, investigation and licensing | | 9 | |
| Participate in regional projects | | 9 | |
| Take enforcement action against offenders | | 9 | |

AIM: TO SUPPORT CONSUMERS, BUSINESSES AND ECONOMIC DEVELOPMENT

OBJECTIVE: ENSURE FAIR AND SAFE BUSINESS PRACTICES SUPPORTING THE DEVELOPMENT OF LEGITIMATE ENTERPRISE

| Outcome: More compliant businesses | | | |
|--|------------------------|-----------------------------|------------------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Conduct risk based/ intelligence-led inspection of businesses for compliance with relevant legislation | | 4 | |
| Respond to requests for business advice | | 4 | |

OBJECTIVE: SUPPORT CONSUMERS, PARTICULARLY VULNERABLE PEOPLE, IN THEIR PURCHASING OF GOODS AND SERVICES

| Outcomes: Confident informed consumers Reduction in complaint levels relative to businesses in Worcestershire | | | |
|--|------------------------|-----------------------------|------------------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Provide advice/intervention for consumers in relation to dealing with breaches of consumer civil law | | 25 | |
| Provide information/education to the public to make them more confident consumers | | 25 | |

OBJECTIVE: DEAL WITH LAND THAT HAS BEEN CONTAMINATED AND ENABLE ITS SAFE RE-USE

| Outcomes: Reduce the negative effects of contaminated land Improved public health & well being Reduced Pollution People feel safe in their environment | | | |
|---|------------------------|-----------------------------|------------------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Inspection of potentially contaminated land | | 3, 11, 27, 28 | |
| Review of all planning applications | | 11, 27, 28 | |
| Complaints/Requests for information | | 3, 11, 27, 28 | |

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AIM: TO PROTECT THE ENVIRONMENT AND TACKLE THE EFFECTS OF CLIMATE CHANGE

OBJECTIVE: CONTROL INDUSTRIAL POLLUTION

| Outcomes: Reduced Pollution People feel safe in their environment | | | |
|--|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Planning consultation | | 11, 28 | |
| Consideration of applications for Environmental permits | | 11, 28 | |
| Enforcement-inspections and response to complaints | | 11, 28 | |

OBJECTIVE: SURVEY GOODS FOR WASTE CAUSED BY EXCESSIVE PACKAGING

| Outcomes: Reduction in waste caused by excessive packaging Reduction in landfill tax | | | |
|---|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Projects looking at products for excessive levels of packaging | | 29, 30 | |
| Advice and education to public and businesses | | 29, 30 | |

OBJECTIVE: MONITOR GOODS FOR ENERGY EFFICIENCY LABELLING

| Outcomes: More informed consumer choice Reduced environmental emissions | | | |
|--|------------------------|-----------------------------|------------------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Projects looking at electrical appliances for energy performance labelling | | 31, 32 | |
| Advice and education to public and businesses | | 31, 32 | |

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AIM: To Provide a Great Service that Our Customers Want

OBJECTIVE: DELIVER EFFICIENT AND EFFECTIVE, VALUE-FOR-MONEY SERVICES

| Outcomes: Increasing value demand Reducing failure demand Consistent high quality service | | | |
|---|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Systems thinking approach to our service | | 33, 34, 35 | |

OBJECTIVE: TARGET OUR SERVICES TO OUR CUSTOMERS NEEDS

| Outcome: Satisfied customers | | | |
|---|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Adopt a systems thinking- what matters approach to service design | | 36 | |
| Customer satisfaction surveys | | 36 | |
| Quality monitoring | | 36 | |

OBJECTIVE: PROVIDE ACCESS TO OUR SERVICES FOR ALL OUR CUSTOMERS

| Outcome: Customer able to access service facilities by their chosen means | | | |
|---|-----------------|----------------------|-----------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Develop Hub as our front office portal | | 37 | |
| Develop elected member/ customer surgeries to enhance flexible working | | 37 | |

OBJECTIVE: ENSURE STAFF ARE DEVELOPED AND MOTIVATED.

| Outcome: Staff have the right skills, tools and support Staff engagement and job satisfaction | | | |
|--|------------------------|-----------------------------|------------------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Embrace systems thinking for all staff | | 38, 39 | |
| Adopt flexible working to ensure a proper work/life balance | | 38, 39 | |
| Training and development of staff | | 38, 39 | |

OBJECTIVE: WORK WITH OTHER ORGANISATIONS TO COORDINATE OUR JOINT RESPONSES

| Outcome: More joined up activities | | | |
|--|------------------------|-----------------------------|------------------------|
| Activity | Success Measure | Outcome Contribution | Completion Date |
| Share intelligence across the region and with other agencies | | 40 | |
| Develop partnerships | | 40 | |
| Develop joint work plans and outcomes | | 40 | |
| Pursue joint funding opportunities | | 40 | |
| Pursue options for co-location with partners | | 40 | |