

LONDON BOROUGH OF MERTON
ENVIRONMENT AND REGENERATION DIRECTORATE
JOB DESCRIPTION

POST TITLE : Licensing Manager

GRADE: MGC (£52,818 - £56,040)

DEPARTMENT: Environment & Regeneration (Public Protection & Development)

LOCATION: Various offices according to needs of service.

REPORTING TO: Head of Joint Regulatory Service

POST NO: TBC

PURPOSE

The post holder will be a member of the management team for the Joint Regulatory Service and will be expected to manage and develop the Licensing function across the tri borough partnership (shared service) on behalf of the London boroughs of Merton, Croydon and Richmond.

The post holder will lead and advise on the effective discharge of the Licensing function for each borough and within the Licensing legislative framework will establish an efficient process for licensing applications and subsequent enforcement activity should the latter be required.

The post holder will review and transform all processes related to the Licensing function in each of the Licensing authorities ensuring they are fit for purpose and support the operational model for the shared service and licensing legislation which includes improved efficiency and effectiveness

The post holder will investigate the potential for the licensing service to trade as a not for profit commercial entity.

The post holder will have overall responsibility for resource management of the Licensing function. This will include financial and operational performance and will hold the Licensing budget for the tri borough service.

The post holder is responsible for the strategic management of the Licensing function which will include change and transformational management

MAIN DUTIES AND RESPONSIBILITIES

- To develop responses to and actively engage with local demands and plans to promote an effective and efficient Licensing function which supports businesses ,residents and Members
- To have oversight of the each Councils' licensing function and ensure all are operating within the appropriate legislative framework

- To oversee and direct enforcement activity within the framework set by the Shared Service Management Team and the appropriate Licensing authority
- To manage, direct and support assigned lead officers to deliver a range of operational responses and actions in the local area including budgetary responsibility for the relevant functional area across each Borough.
- To ensure Lead Officer have major compliance with Council policies and the legislative frameworks
- To oversee and provide expert advice on the development, implementation and review of each Councils' licensing policies in respect of the following main functional areas:
 - Alcohol entertainment and late night refreshment
 - Gambling
 - Special Treatment
 - Street Trading
 - Animal Welfare
 - Sex Licensing
 - Scrap Metal
- Oversee the implementation of the Best Bar None scheme
- To formulate performance management criteria across the shared service and ensure that each locality understands, contributes and adheres to the agreed criteria
- Be responsible for compiling regular and concise performance reports for the Head of Joint Regulatory Service/Head of Public Protection and Development
- In conjunction with the Head of the Joint Regulatory Service the relevant Licensing Committee and committee services, review and transform all processes related to the Licensing function across the shared service ensuring they are fit for purpose and efficient in their delivery
- To have oversight and manage as directed by the Head of the Joint Regulatory Service the strategic implementation of new projects and policy implementation, ensuring that other council and stakeholder services are fully engaged and that collaborative arrangements are in place to maximise service delivery.
- Working within the strategic context set by the Head of Joint Regulatory Service, set and agree business plan objectives and performance targets in liaison with the locality lead, ensuring that they are fully and effectively implemented.
- Monitor licensing fee income and alert the Head of Joint Regulatory Service to any significant variations (positive or negative). Ensure that licensing fee arrears are quickly recovered
- To advise and prepare reports to the relevant committees on the annual setting of licensing fees and charges within the appropriate legislative and financial frameworks Participating as a member of the Joint Regulatory Services Management Team; assisting in decision-making on day-to-day locality issues and in the formulation and implementation of policy for the shared service.
- Ensuring full stakeholder involvement and consultation in the development of the various services provided by the team, developing and reviewing service standards, ensuring that customers are regularly surveyed, and acting on the findings.
- Proactively manage relationships and expectations of local stakeholders
- To be responsible for the effective planning of resources across the tri borough shared service and oversee the deployment of those resources in order to meet the service plan for
- Have oversight of each Council's database and ensure that staff enter all visits and activities as well as the time spent on each activity/visit.
- Carry out regular one to one meetings and an annual appraisal with direct reports
- To attend licensing committee or sub-committees as required and present reports to committee members.

- Attend meetings of the Councils' Leadership, Informal Cabinet, Cabinet, Scrutiny and Full Council as required to do so
- Deputise for the Head of Joint Regulatory Services when required to do so