



East Cambridgeshire  
District Council

## Licensing Service end of year report 2024 to 2025

Performance measure	Link to Corporate Plan Priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owners and co-owners	Outcome or output 2024 to 2025
Support the Council's growth agenda and undertake a fees and charges review	Sound financial management	By December annually	Fees reviewed October 2023	Licensing Manager	Fees reviewed November 2024 Completed - Target Met
100% of valid new vehicle licence applications to be ready for collection within 3 working days	Sustainable communities	100%, annually	100% (104 total)	Licensing Manager	100% (133 total) Completed - Target Met
100% of valid vehicle licence renewal applications to be ready for collection within 3	Sustainable communities	100%, annually	100% (148 total)	Licensing Manager	100% (179 total) Completed - Target Met

Performance measure	Link to Corporate Plan Priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owners and co-owners	Outcome or output 2024 to 2025
working days, or by the expiry date of the licence (where an applicant submits their application more than 3 working days in advance of their expiry date)					
100% of valid vehicle licence variation applications to be processed by the close of the next working day	Sustainable communities	100%, annually	100% (60 total)	Licensing Manager	Completed - Target Met
100% of valid Temporary Event Notices to be processed and determined by the close of the next working day	Sustainable communities	100%, annually	100% (308 total)	Licensing Manager	100% (273 total) Completed - Target Met

Performance measure	Link to Corporate Plan Priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owners and co-owners	Outcome or output 2024 to 2025
100% of valid personal licences processed within the statutory period	Sustainable communities	100%, annually	100% (43 total)	Licensing Manager	100% (38 total) Completed - Target Met
100% of enquiries responded to within 3 working days	Sustainable communities	100%, annually	100% (1760 CRM enquiries plus unknown number of direct dialled and emailed enquiries).	Licensing Manager	100% (1634 CRMs, plus unknown number of direct calls and emails in total) Completed - Target Met
Ensure website and online options are up to date	Sustainable communities	As identified, annually	Ongoing	Licensing Manager	Up to date, but this is an on-going piece of work due to the nature of the performance measure. Completed - Target Met
Ensure staff are all up to date on latest policies and procedures	Sustainable communities	As identified, annually	Ongoing	Licensing Manager	Up to date, but this is an on-going piece of work due to the nature of the

Performance measure	Link to Corporate Plan Priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owners and co-owners	Outcome or output 2024 to 2025
					performance measure. Completed - Target Met
100% of complaints received will be responded to within 3 working days	Sustainable communities	100%, annually	100% (15 total)	Licensing Manager	100% (10 total) Completed - Target Met
Service request module to be populated to ensure compliance with enforcement audit	Sustainable communities	As identified, annually	Commenced, but behind schedule due to other priority work entering the department – estimated implementation mid 2024/2025	Licensing Manager	Service request module populated, and being used as required Completed - Target Met
Ensure all required animal welfare inspections are arranged within the statutory time frame	Sustainable communities	100%, annually	100% (19 total)	Licensing Manager	100% (9 total) Completed - Target Met

Performance measure	Link to Corporate Plan Priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owners and co-owners	Outcome or output 2024 to 2025
Ensure all biennial private hire operator base audits are completed on time	Sustainable communities	100%, annually	100% (16 total)	Licensing Manager	100% (18 total) Completed - Target Met
100% of staff appraisals undertaken by the corporate deadlines	Sound financial management	100%, annually	100% (3 total)	Licensing Manager	100% (3 total) Completed - Target Met
Ensure all training requirements are met by the specific deadline	Sound financial management	100%, annually	Ongoing	Licensing Manager	Up to date, but this is an on-going piece of work due to the nature of the performance measure. On-going
Work towards providing a full complement of online forms and paperless solutions	Cleaner, greener East Cambridgeshire	As identified, annually	Up to date, but this is an on-going piece of work due to the nature of the performance measure.	Licensing Manager	Up to date, but this is an on-going piece of work due to the nature of the performance measure.

Performance measure	Link to Corporate Plan Priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owners and co-owners	Outcome or output 2024 to 2025
					On-going
Reduce paper use through the customer journey where possible by using IT solutions	Cleaner, greener East Cambridgeshire	5% reduction in paper usage, annually	7,200 prints	Licensing Manager	4,357 prints, representing a reduction of 39.5% Completed – Target Exceeded