

<b>Role Title</b>	<b>Street Trading and Licensing Officer</b>
<b>Job Family</b>	<b>Neighbourhoods</b>
<b>Scale</b>	<b>SO1</b>
<p><b>Purpose</b></p> <p>To implement the Council's statutory functions in relation to street trading licensed under the London Local Authorities Act 1990 (as amended) and others, ensuring compliance with codes of practice, guidance and legislation.</p> <p>To support the management of the financial income stream of the Street Trading service; including receiving and receipting payments, monitoring charges levied and undertake debt management</p> <p>To assess and determine licence applications and prepare review meetings, compose reports, liaise with relevant council departments, process personal documentation and issue licences in accordance with council and LLA policy and legislation.</p> <p>To gather witness statements, documentation and other evidence in relation to licencing breaches. To attend court hearings and give evidence at Court, as required.</p> <p>To resolve in a helpful and constructive manner all street trading licensing issues and queries; from licence holders, stakeholders, outside bodies or members of the public and elected members.</p> <p>To assist in the successful running of street trading service as required, including site visits and assessments.</p> <p>To play an active and proactive role in developing the service, including developing innovative improvements to the service operations and identifying commercial opportunities for street trading as an integral part of day-to-day contact with members of the public, licence holders and other service areas.</p>	
<b>Generic Accountabilities</b>	<b>End Results/ Outcomes</b>
Deliver a specialist aspect of service delivery, which engages customers / stakeholders and enables them to make effective use of the service.	<p>The service is delivered to the quality, organisational and professional standards required</p> <p>Customer / stakeholder expectations are managed in relation to what can be delivered.</p> <p>The service meets organisational requirements and reflects customer / stakeholder requirements / needs, within organisational constraints.</p>
Maintain all required records and information. Analyse and interpret complex information, for input into reports.	Procedures are adhered to, and all information is correctly recorded and processed.
Develop specialist documents / materials / activities to support / promote the service area.	All materials / activities are delivered to the required standards and timescales.

Provide advice and guidance to colleagues, customers and stakeholders. Manage escalated or complex customer issues within the specialist area.	Expert advice, information and support are provided on the full range of issues within the field of expertise.
Maintain information systems which support the specialist area. Contribute to the development of these systems.	Changes to systems, are identified and recommended.
Work closely with others to clarify changing customer / organisational requirements.	Customer requirements are identified and documented.
Develop good working relationships, develop community links and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally.	Specialist work area reputation is maintained or enhanced.
Carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to line manager.	Work is carried out in a way that is safe and without risks to health.
Ensure the necessary standards relating to safeguarding best practices/protocols are effectively communicated, monitored and maintained as relevant within the scope of this post.	Safeguarding standards are monitored and maintained in compliance with Council policy
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.
Out of hours working	Out of hours' work, including site visits/inspections and attendance at committee and other meetings as necessary is undertaken.
<b>Job Specific Accountabilities:</b>	
Coordinating officer for the undertaking of the Council's statutory functions in relation to work area and associated legislation	Work is carried out in compliance with the requirements of the relevant officer authorisations/service policies/ procedures

Use all opportunities to put forward ideas of potential sources of income for both the specific service and wider Council services to fully exploit commercial opportunities and maximise generated income.	Commercial opportunities are maximised, and that income generation is maximised. Commerciality is fully embraced and is integral to all working practices.
Effectively coordinate licence reviews/inspections/enforcement actions	<p>Inspections/assessments are carried out to a professional standard</p> <p>Cases are progressed in a timely manner and in compliance with the requirements of the relevant officer authorisations/service policies/ procedures.</p> <p>Appropriate and proportionate action is taken.</p>
<p>Authorised officer for day to day running of Walthamstow Market.</p> <p>Undertake License Renewals and variations.</p>	<p>Work is carried out and information, advice and support are provided to other officers and market traders in an accurate, timely and constructive manner.</p> <p>Carry out in accordance with relevant legislation.</p>
Prepare for periodic Officer Licensing Panel hearings for licence variations in accordance with relevant legislation.	<p>Informing traders and other stakeholders and assisting in applications.</p> <p>Creating and presenting variation report at Panel.</p> <p>Follow up Panel decisions on all relevant documentation, and information distributed appropriately and accurately to other members of the service.</p>
To be present at the department meetings. To meet members and their representatives.	Maintain a high level of professionalism at all times
Weekly drop-in front-line service for traders	coordinate and be present for face-to-face meetings, providing a flexible, professional and responsive service in a supportive manner, ensuring correct statutory procedures are followed and applied.
Co-ordinator for marketing, promotions and social media.	Liaising with designers, printers, other council services, licence-holders and other stakeholders for production of all promotional materials, maintaining and developing the service's social media outlets.
Authorised Street Trading officer	Follow correct procedures from enquiries issuing of licences; including site-visits, location-scouting and on the spot problem-solving; plus, co-ordinating information and requirements with other council services.
<b><i>Nature of Contacts</i></b>	
Customers and / or members of the public: to represent the service, give specialist advice and provide support.	

Provide occasional updates to councillors and senior managers

Contact with other council services and external enforcement agencies regarding applications and records, to provide advice/guidance and ensure licences are issued in accordance with statutory conditions.

Present reports and representations at Officer Licensing Panel hearings and at meetings at all levels as required.

Supporting and guiding residents, stake holder and third parties to ensure a successful service.

Direct contact with members of the public including dealing with challenging situations where influence may be needed.

Deal with people at all levels confidently, sensitively and diplomatically.

To be willing to attend court hearings and give evidence at Court if necessary

### **Procedural Context**

Work within regulatory guidelines and relevant legal framework. Agree objectives and standards to meet, within service plan. Works within laid down procedures but needs to deal with day-to-day problems without always referring to others.

Plan and organise work and priorities, co-ordinating with others (internal or external delivery partners) to ensure that timescales and targets are achieved. Operate under general direction with senior colleagues /managers available for advice guidance in complex situations if required.

Deliver a front-line service function in line with council and statutory policies and requirements to regulate and develop street trading in the borough such that income is maximised, and necessary revenue is achieved.

Provide support to clients and colleagues through applying knowledge of systems, procedures and best practice. Identify issues and recommend solutions.

This post demands a high level of flexibility, a positive attitude and ability to adapt to changes due to service needs.

### **Resourcing**

Budget Responsibilities: Nil

Supervisory Responsibilities: None

### **Competency Level: All Colleagues**

#### **Knowledge, Skills and Experience**

- Experience of having worked in a fast paced, customer focused environment.
- Excellent knowledge and application of IT systems and software packages.
- Relevant legislative and or procedural knowledge for specialist area.

- Experience in having to regularly meet defined standards and targets and report accordingly.
- Experience in working with minimum supervision within guidelines and procedures, using problem solving skills and initiative to provide a customer focused service.
- Excellent levels of literacy and numeracy.
- Experience in working flexibly, balancing competing priorities and meeting deadlines whilst understanding the needs, timescales and deadlines of others.
- Ability to deal diplomatically and confidentially with a wider range of stakeholders internally and externally.
- Ability to identify improvements to processes and systems and to share the recommendations with the wider team.
- Ability to travel within the Borough within the course of duties.
- Knowledge of the Law on street Trading in London
- High proficiency in MS Office
- 

**Indicative Qualifications**

English and Maths Qualification

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.