

**BIRMINGHAM CITY COUNCIL**  
**REGULATORY AND ENFORCEMENT**

**ENVIRONMENTAL HEALTH SERVICE PLAN**  
**2012/2013**

## 1. **Introduction to Environmental Health Services and the Service Plan**

The Environmental Health section offers a unique service to Birmingham's residents, traders and visitors to protect their health, safety and environment including the air they breathe, the food they buy and their safety in the workplace, as well as helping businesses to succeed. We ensure that pests, refuse and noise nuisances are controlled.

Where possible we bring about behavioural change through education and advisory means, but where necessary and in line with our Enforcement Policy, we use the legislative powers invested in us by the City Council to ensure compliance. Some of our work is required by statute, some intelligence led and we work jointly with many partners, both from within and outside the Council, to maximise efficiency and to bring about shared outcomes and positive impacts for Birmingham.

### 1.1 **The work of the Section derives from five origins:**

- Mandatory, regulatory work involving inspections of premises and dealing with requests for assistance.
- Statutory work which the City is required to do, such as the provision of the Coroner and Mortuary service, the Air Quality Review and Assessment Program and the Dog Warden service.
- Discretionary regulatory work such as that involving the Environmental Crime Lead Team.
- Educational work mainly based around business information, and health promotion, such as the Healthy Tums competition and Safe@Work.
- Formal consultation responses to other City Council service areas, such as Licensing and Planning Management.

### 1.2 **The core elements of the service are:**

- To respond to between 40,000–50,000 requests for assistance, including blocked drains, dangerous private trees, noisy neighbours, stray dogs, rats, and other pests, food complaints, work-related accidents and bonfires.
- To assess and take action in respect of potential statutory nuisances.
- To carry out inspection programmes for food premises, health and safety and environmental protection.
- To contribute to the clean and safe agenda in respect of flytipping and littering.
- To provide a Coronial and Public Mortuary service.
- To carry out air quality reviews and assessments and to produce and monitor the Air Quality Action Plan.
- To provide a Pest Control Service.
- To produce and manage the strategy for the assessment and remediation of contaminated land.

- To educate, advise and support Birmingham's businesses and residents.
- To support the City Council's safer, cleaner, greener priority through enforcement work.

### 1.3 **Planned Service Improvements**

- The Government is returning responsibility for improving public health to local authorities by April 2013. The remit of the Local Authority will be population focused, shaping services to meet local needs with the ability to influence the wider social determinants of health and the ability to tackle health inequalities. There are a number of services that the Local Authority will be responsible for delivering, including commissioning of services. Many of Environmental Health's activities already contribute to these services, and through partnerships and joint working this will be enhanced. Work will be carried out during 2012/2013 to ensure that the transition of public health to local authorities by April 2013 occurs smoothly and that opportunities will be taken to secure funding to support and deliver front line services in order to promote positive public health outcomes for Birmingham. In particular, we aim to undertake the following activities during 2012/2013:
  - Exploring new partnership working opportunities as well as strengthening current partnerships to ensure that our reputation as leaders in the field of delivering public health outcomes is expanded.
  - Taking an active part in Birmingham's Shadow Health and Well Being Board which will be driving forward the public health agenda, developing the new Joint Strategic Needs Assessment and commissioning public health services.
  - Ensuring that our core business activities as well as specific projects are focused on delivering public health outcomes, as detailed in Appendix 2A.
  - Securing funding where appropriate to protect and enhance our work in the field of public health.
  - The Government has recently published its Public Health Outcomes Framework, detailing 66 specific indicators and we will be working closely with our partners to maximise the work we do to contribute to ensure successful outcomes for Birmingham.
- We will also improve our services during 2012/2013 by:
  - Through funding from the Department of Health to undertake a project on compliance of shisha premises within Birmingham

with a view to providing information to the owners of shisha businesses on their legal responsibilities, to test the safety of emerging new products and to provide health awareness messages to users and the general public. Birmingham is leading on this project and will develop training for officers across the West Midlands region to promote understanding of the law, how shisha businesses operate, compliance strategies and public communication campaigns.

- Through the use of external funding to migrate the current hygiene Scores on the Doors scheme ('H for Hygiene') to the national Food Standards Agency programme. As well as raising awareness of the scheme amongst food businesses, a publicity campaign will be carried out to raise awareness amongst consumers. This is in response to customer satisfaction surveys which show that whilst 81% of consumers are satisfied with the standards of hygiene in food businesses, only 29% are aware of the Scores on the Doors scheme whilst 82% would use it.
- To improve access to low cost food hygiene training for food businesses by working in partnership with the Chartered Institute for Environmental Health to provide low cost training via the Birmingham Scores on the Doors website.
- In partnership with the Health Protection Agency, extend the number of food businesses in Birmingham which obtain the Healthy Choices Award.
- Training of Private Sector Housing EHO's in food safety so they can take on approximately 50 food inspections in hostels to reduce the overall number of visits required to these businesses and to make better use of resources
- To play an active role in the 'Love where you Live' national initiative supporting the government's Big Society concept. The initiative will bring together government and local authorities together with fast food providers, retailers and tobacco manufacturers in a campaign to reduce litter on Britain's streets
- In partnership with West Midlands Police to tackle the issue of metal theft within Birmingham by joint inspections and exercises to ensure that scrap metal dealers and waste carriers have the necessary registration.

## 1.4 **Key Performance Indicators**

These include the:

### City Council Performance Indicators:

100% of planned food inspections undertaken.  
100% of planned Health and Safety inspections undertaken.  
100% of planned Environmental Protection inspections undertaken.

<u>Regulatory Services Indicators</u>	<u>Target</u>
Percentage of RFAs responded to within 5 day target	100%
Customer satisfaction with the overall quality of our Services	80%

## 1.5 **National Returns**

Environmental Health is required to make a number of statutory/national returns and plans including:

- Performance of Coroners Service (Ministry of Justice).
- Flycapture data to the Department of the Environment, Food and Rural Affairs (DEFRA).
- Food Law Enforcement Plan (Food Standards Agency).
- Annual Returns (Food Standards Agency).
- Review and Assessment reports and Air Quality Action Plan reports (DEFRA).
- Pollution Prevention and Control returns (DEFRA).
- Review Contaminated Land Strategy (DEFRA).
- Smoke-Free compliance (Department of Health).
- Health & Safety Law Enforcement Plan (Health & Safety Executive).
- Health and Safety statistics (LAE1) (Health & Safety Executive).
- Chartered Institute of Environmental Health noise complaints survey.
- National Pest Control Survey.
- Animal Health and Welfare prosecutions to Defra.

## 2. **Organisational Assessment**

- 2.1 This section details the service's current performance and some other indicators, together with results against these indicators over previous years where applicable. Section 8 details the resources available during 2012/2013. During 2010 Regulation and Enforcement implemented a restructure which focused on reducing management posts in order to protect frontline services. However, a reduction in some frontline posts did occur albeit that the reduction was less than that at management level. Virtually all of the posts lost were as a consequence of voluntary redundancy. The Environmental Health Section now has 94.8 fulltime equivalents (FTE's) compared to the

previous figure of 146, a reduction of 35%. In addition, through external funding streams we had 40 Environmental Warden posts working within the Constituencies which was reduced to 5 as of June 2011 and we are currently trying to secure funding for these posts.

- Despite this reduction in officers available to carry out the core and additional activities, we have continued to provide an excellent service by concentrating resources where they are needed most, by focusing on statutory rather than discretionary work, by engendering a 'more for less' approach to performance, and by officers working flexibly and taking on more responsibility and higher workloads. In addition, responsibility for defective sewers was transferred to the Water Authorities in October 2011 which has reduced the number of requests for assistance.
- Environmental Health is once again set to achieve 100% of the inspection programmes, to achieve its target of responding to 95% of requests for assistance within 5 days and continues to receive high levels of customer satisfaction, both members of the public as well as businesses.
- A bumper year for wasp nests complaints has resulted in slightly reduced levels of response in this area of work, although customer satisfaction for pest control is currently at 93% which shows that customers who have received our service have been satisfied. An increase in the number of justified complaints to compliments received has resulted from Environmental Health's calls being moved to Service Birmingham's Contact Centre as of December 2010. Investigation has shown that the majority of these were caused by technical or operator errors. These are being monitored closely to ensure the necessary improvements are effected.

## 2.2 Key Performance Indicators

Type of Indicator	Indicator	Performance	
Council Plan Indicators – Inspection Programmes	Percentage of programmed food inspections undertaken	2011-2012*	85%
		2010-2011	100%
		2009-2010	100%
		2008-2009	100%
		2007-2008	100%
	Percentage of programmed Health and Safety inspections undertaken	2011-2012*	83%
		2010-2011	100%
		2009-2010	100%
		2008-2009	100%
		2007-2008	100%
	Percentage of programmed EPU inspections	2011-2012*	92%
		2010-2011	100%
		2009-2010	100%

	undertaken	2008-2009	100%
		2007-2008	100%
	% of food premises that are broadly compliant	2011-2012*	92%
		2010-2011	88%
		2009-2010	89%
	2008-2009	90%	
Regulatory Services' Local Indicators – response times to customer requests	We will respond to Requests for Assistance within 5 working days	2011-2012*	99% EH 86% PC
		2010-2011	98% EH 97% PC
		2009-2010	98% EH 99% PC
		2008-2009	97% EH 98% PC
		2007-2008	97% EH 92% PC
	We will respond to letters within 5 working days	2011-2012	99% EH 87% PC
		2010-2011	99%
		2009-2010	99%
		2008-2009	99%
		2007-2008	99%
Regulatory Services Local Indicators – customer satisfaction	Customer satisfaction with reactive services – requests for assistance	2011-2012*	88% EH 93% PC
		2010-2011	85% EH 97% PC
		2009-2010	84% EH 92% PC
		2008-2009	83% EH 91% PC
		2007-2008	82% EH 86% PC
	Business satisfaction with inspections	2011-2012*	100%
		2010-2011	98%
		2009-2010	99%
		2008-2009	98%
	We will receive more compliments than justified complaints (ratio of compliments to complaints)	2011-2012*	1:1
		2010-2011	29:1
		2009-2010	19:1
		2008-2009	23:1
Environmental Health Local Indicators – speed of dealing with customer requests	We will respond to Planning Applications from Planning Committee in the target time	2012-2013	100%
		2010-2011	99%
		2009-2010	85%
		2008-2009	90%
		2007-2008	94%

\*part year (April – December)

### 2.3 Quantity of work

Year	Number of Requests for Advice and Assistance	Number of Prosecutions (including FPN's for littering)	Number of Cautions
2011-2012*	29, 888	251	33
2010-2011	45,545	134	8
2009-2010	49,474	255	9
2008-2009	50,087	242	9

\*part year (April – December)

Year	Number of Food premises inspected / intervened	Number of programmed Health and Safety premises Inspected	Number of EPU premises inspected	Number of incidents found on district (by officers)	Notifications
2011-2012*	2802	141	212	9,333	3,183
2010-2011	4233	141	260	26,387	4,927
2009-2010	5,436	195	260	32,442	5,440
2008-2009	3,666	257	278	24,315	5,153
2007-2008	2,439		283	50,164	4,845

\*part year (April – December)

### 3. Customer Research

- 3.1 The Environmental Health section undertakes a variety of planned consultations in order to gather information on the needs and expectations of our customers and potential customers. Our customers are members of the public who live or do business in Birmingham and businesses that trade in the city. Regular customer satisfaction questionnaires encourage customers to make suggestions for service improvements. The corporate Your Views system provides further information on customer needs and expectations. Our retention of the Customer Service Excellence Standard demonstrates that we are identifying our customers together with their needs from our services and levels of customer satisfaction have remained very high; 88% satisfaction for requests for assistance and 100% satisfaction for food business operators.
- 3.2 Consultation carried out on public health initiatives such as Healthy Tums in Brum, where school children are encouraged to plan healthy meals in a hygienic way and also the Safe@Work project, where Year 11 students take part in an initiative to raise their knowledge of health and safety in the

workplace have shown that this work is valued by those taking part. These initiatives will, therefore, be continued during 2012/2013.

- 3.3 Wherever possible, we will seek the views of our customers, both members of the public and traders, in order to find ways to continually improve our services. Surveys will be carried out in respect of statutory/ mandatory work such as the inspection programmes and for non-mandatory project work as detailed in Appendix 1 and wherever possible our customers' views will be taken into account when planning and delivering our services.

#### 4. **Needs of Stakeholders**

- 4.1 In addition to the desire to support the City's priorities, as detailed in the Golden Thread, stakeholder needs have been identified through the Birmingham Annual Opinion Survey and Strategic Assessment relating to community safety which indicate that :

- Rubbish and litter (litter and household/commercial waste).
- Dog fouling.
- Noisy neighbours/parties/dogs.
- Fear of Crime.

are high priority areas for citizens of Birmingham and inform this service plan.

We will continue to respond to requests for assistance from members of the public, including the following types for which most requests are made:

- Rubbish.
- Domestic noise.
- Food hygiene.
- Pest control.
- Air Pollution.

- 4.2 Information released by the Food Standards Agency indicates that 36% of people are concerned about standards of food hygiene when eating out, 45% of people are concerned about the safety of food and 27% about additives. This information has informed the improvements in this service plan in relation to food inspections, 'Healthy Tums' and the Healthy Eating Award for businesses.

- 4.3 In Birmingham, deaths attributable to smoking have been estimated as 236 per 100,000 population, significantly higher than the national (216) and regional average (217). The adult smoking prevalence in Birmingham is significantly higher than the national average with around 1 in 4 adults smoking regularly. Smoking rates are highest in those that earn the least, and estimates show that within the lowest income groups an average smoker could spend a 10th of the total household expenditure on tobacco. This demonstrates the need for the service to ensure workplaces, work vehicles and enclosed public places comply with the smoke-free legislation thereby

reducing the frequency in which persons can smoke in the environment, thereby increasing the likelihood of the person quitting smoking and reducing the exposure to cigarette smoke in the environment.

## 5. **Likely Future Developments**

5.1 Environmental Health is involved locally and nationally within professional bodies and governmental groups looking at potential future development that may impact on our services. Key developments facing Environmental Health in the coming year include:

- The government's White Paper on Public Health Reform which aims to ring-fence public health funding and will give Local Authorities a new role in improving the health and well being of their population as part of the government's strategic objective to improve localism.
- Food Standards Agency's consultation of the review of food safety delivery. This will review the way in which food safety is delivered and may make recommendations for fundamental change.
- The Air Quality section of Environmental Health, in partnership with colleagues from the other 6 West Midlands Metropolitan Authorities, shall be working alongside transportation planners from the City Council to assess the viability of a geographically defined series of low emission strategies within the city centre with a view to guiding policy decisions to support reductions in air pollution and ensuring compliance with EU limit values on air pollutants. Funding has been sought and approved by Defra to provide for this study.
- The Department for Environment, Food and Rural Affairs launched a revised Waste Strategy in Autumn 2010 which focuses on waste minimisation and recycling, but regulatory drivers remain in place relating to National Indicator 196 [Performance in dealing with fly-tipping] and in addition determination from Central Government is expected in 2012/2013 relating to amending/removing a range of criminal sanctions and powers governing the advancement of household waste.
- Through the Home Office the way in which anti-social behaviour is currently under review. Regulation and Enforcement have direct and indirect involvement in a number of anti-social behaviour issues. Closer working with colleagues across the City Council and partner agencies will continue to be an increasingly important prerequisite to tackling anti-social behaviour in a coordinated and integrated way.
- The Department of Work and Pensions continues with work to reform health and safety regulation. Following the publication of Common Sense Common Safety and the report by Professor Lofstedt Reclaiming health and safety for all: An independent review of health

and safety we are already reviewing our approach to health and safety regulation.

## 6. **Potential to maximise funding for service provision**

- 6.1 With the ongoing budgetary pressures in the current financial climate, it is important that services are reviewed regularly and that new ways of providing them are sought. As detailed in Appendix 2A, Environmental Health will be examining various options to maximise funding opportunities such as joint working with internal and external partners and organisations, as well as any opportunities arising as a result of the transition of public health to local authorities.
- 6.2 Opportunities for selling non statutory services are being sought such as provision of food hygiene training and these will be developed during the year. We will also be exploring opportunities for sharing services with other organisations where this could provide efficiency savings.

## 7. **Service Delivery**

- 7.1 Environmental Health contributes to each of the City Council's Strategic Outcomes. It is our declared strategy to ensure that all of the work that we undertake and all the services that we provide clearly support these. The services to be delivered as detailed in this Service Plan have been decided upon based on the evaluation of the issues raised in sections 4-6. The services that will be delivered are contained in Appendix 2A to this Service Plan. The Appendix details the services that we will deliver and for each indicates the strategic outcomes that it supports. More detailed plans relevant to specific service areas, together with outturns on delivery will be reported to Committee over the next few months as required by statutes and codes:

- Food Law Enforcement Plan.
- Health and Safety Law Enforcement Plan.
- Annual Animal Welfare Plan.
- Air Quality Action Plan.
- Contaminated Land Strategy.

- 7.2 We will continue to provide a range of interventions set out in our statutory duties and powers delegated through the Public Protection Committee. Processes will be reviewed to ensure that services are delivered in as effective and efficient way as possible in order to minimise any effect on customer needs and satisfaction.
- 7.3 Owing to the fact that customer satisfaction with confidence in the hygiene of food businesses remains high and that there has been no increased incidence in food poisoning outbreaks associated with food businesses, the overall number of food inspections will be reduced by approximately 25% to allow resources to be balanced across the wide range of service provision. The

focus will be to ensure that all food businesses which produce or prepare high risk foods or where there are or have been concerns about food hygiene standards are inspected to ensure that standards are safe and all requests for assistance concerning poor hygiene will be investigated. The Food Standards Agency has been advised of this approach.

7.4 If resources allow, we will implement the following additional services:

- Inspection of all low risk food premises.
- Additional work to raise responsible dog ownership within specific wards.
- Lead officer to support and project manage the metal theft initiative (dependent on funding streams).
- Additional work to improve the cleanliness of Birmingham's street scene.
- Block treatments of domestic properties for mice.
- Publicity awareness campaign on the health effects of shisha use.
- Taskforce on the management of smoke free environments in relation to snooker halls, work vehicles and social clubs.
- Raising the awareness of Khat (and other chewing tobacco) use and working with partners to reduce the effects of its use on the environment, users and their families.
- Nutritional standards within pre school establishments.
- Working with private rented sector to enhance the HMO registration scheme to be more effective with regards to refuse removal from the premises.
- Participation in National Food Safety Week and Christmas Food Campaign.
- Inspection of sports grounds and golf clubs to address occupational health risk due to use and handling of pesticides and herbicides.
- Inspection of carpet retail outlets to improve manual handling and storage arrangements.

## 8. **Financial And Resource Planning And Management**

### 8.1 **Financial – Revenue and Capital**

Revenue budget for 2012/2013 is shown below (in 000's), with figures for 2011/2012 included for comparison. During 2010/2011, the Regulation and Enforcement Division was restructured to meet a savings target of £2.6 million. Unfortunately, it has been necessary to build in a further £688,000 savings for 2012/2013 and it is intended that this will be delivered by not filling vacancies as long as the needs of the service can be met.

<b>2012/2013 (£000's)</b>	<b>Gross Expenditure</b>	<b>Gross Income</b>	<b>Net Expenditure</b>
Environmental Health	5,162	(625)	4,537
Pest Control	1,029	(1,029)	0
Coroner's & Mortuary	2,143	(691)	1,452
<b>2011/2012 (£000's)</b>	<b>Gross Expenditure</b>	<b>Gross Income</b>	<b>Net Expenditure</b>
Environmental Health	6,632	(651)	5,711
Pest Control	954	(946)	8
Coroner's & Mortuary	1,790	(318)	1,472

There is one ongoing contaminated land scheme for which capital funding from Defra has been obtained of £107,100. Work on this scheme will be completed during 2012/2013. In 2009/2010 Environmental Health successfully applied to the City Council Contingency Capital Funds for £500,000 to carry out work to the mortuary to meet our obligations to the Human Tissue Licence and this work will be completed in 2012/2013.

Budgets will be aligned to the identified priorities based on the staff and teams delivering these. Where necessary staff and budgets may be redirected to ensure that prioritised targets are met.

## 8.2 **People Resources**

Paragraph 2.1 details the number of fulltime equivalent posts within Environmental Health available to deliver the Service Plan during 2012/2013. Resources will be continually reviewed and where possible we will fill some vacancies once these have been agreed by the Corporate Moderation Panel. To accommodate the reduction in people resources, we will continue to find more effective ways of working, including joint and partnership working where appropriate, to ensure that our key performance indicators are met and that essential, statutory and mandatory services are provided.

The Section is structured along functional divisions, as illustrated in the attached organisation chart, shown as Appendix 2B.

The sectional training plan and consideration of competencies through the PDR process will be used to ensure that people are trained and able to deliver the services that they are allocated. The resources required to deliver this service plan have been taken into account in its creation. Large areas of our service delivery require specific qualifications and/ or professional practice standards and competencies which are assessed through external accreditation. Continued accreditation to the 'Investors in People' standard will ensure confidence in our ability to deliver the plan and address matters of competency amongst our work force.

### 8.3 **IT Resources**

As part of a joint initiative with Fleet and Waste Management, it is hoped that the management information system currently in use in Environmental Health and Trading Standards, known as Panorama, will be replaced during 2012/2013 as it is out of date, does not provide appropriate performance management information and national returns and will not be supported by the supplier beyond March 2013. A report will be presented to Cabinet Procurement pre-agenda in April 2012 when approval will be sought for the Prudential Borrowing necessary to fund the project. Future revenue costs will be part funded corporately as the lack of a suitable system would present a severe risk to the business and service delivery in terms of service planning, performance monitoring and the provision of statutory returns.

### 8.4 **Partners**

The Environmental Health service acknowledges that maintaining and developing its services can be achieved more efficiently through selected partnership working. We work closely with neighbouring Local Authority Environmental Health services who form a number of West Midlands Joint Working Groups on specific topics including Food Safety, Health and Safety, Air Pollution, Animal Welfare and Environmental Health Chief Officers to ensure consistency in delivery of services across the region.

Environmental Health enters into partnerships when we have assessed, using a decision matrix, the desirability of the working in terms of increased efficiency, synergy and commonality of priorities. This table details the significant partnership working that we currently undertake to provide financial support, joint working and delivery of jointly agreed interventions.

<b>Activity</b>	<b>Description</b>	<b>Partners</b>
Embracing new public health responsibilities	Working with the NHS and the new Public Health England body to ensure the smooth transition of public health to the Local Authority to protect health outcomes for Birmingham.	NHS Public Health England
Tackling obesity	Through the Healthy Tums and Healthy Choices Awards initiatives.	Health Protection Agency PCT's
Improving Health and Safety of the workforce	Involvement in specific projects aimed at delivering national and regional strategies.	Health and Safety Executive

Dealing with contaminated land	The submission of funding applications to Defra to provide for resources to assess the degree of contamination and provide for remediation.	Defra, Atkins Environmental
Dealing with air pollution on a regional level	The coordination of effort and sharing of best practice at a regional level, including the securing of external funding, to provide for air quality improvements.	West Midlands Metropolitan Authorities, Defra, Low Emission Strategies Ltd
Dealing with unauthorised encampments	The provision and delivery of a joint protocol between BCC and WMP on managing unauthorised encampments.	West Midlands Police
Managing the impacts arising from the night time economy	The provision of officers to support a pan Birmingham task force to manage nuisance and crime arising from the night time economy.	West Midlands Police, BCC Planning, BCC Licensing, BCC Trading Standards, West Midlands Fire Service
Tackling food safety issues	Through membership of forums and by acting as a consultee on ongoing and proposed food safety matters.	Food Standards Agency
Food inspections in premises supplying food to schools and residential homes	Conducting food inspections.	BCC Procurement
Improving working conditions of vulnerable workers, including young people and migrant workers	Involvement in nationally co-ordinated task force projects to tackle this issue, and through the Safe@Work initiative.	Health and Safety Executive
Shisha	Legislative compliance and communication campaign regarding health messages.	Fire service, HMRC, Stop smoking services, NHS, DoH, BCC planning, BCC licensing, BCC Trading Standards, CenTSA
Proposed BSc degree in Public Health	To develop a programme which looks at public health in its multiple different facets and to ensure that students are prepared for employment within the public health workforce.	Birmingham City University

Research into Environmental Health related areas	By giving training opportunities to students who wish to carry out research which will be of value to Birmingham.	University of Birmingham
Improvement in guidance for businesses	Production of Guidance Notes on air pollution issues.	Environment Agency
Tackling litter on the streets	Enforcement work in support of the 'Love where you Live' national initiative aimed at reducing litter.	DEFRA, Keep Britain Tidy, McDonalds, Wrigleys, Coca Cola, Greggs, Tescos, LGReg, British Plastics Federation, BAT
Tackling metal theft	To deliver a programme of interventions aimed at supporting compliance by scrap metal dealers and waste carriers and focusing enforcement and regulatory interventions on priority offenders.	Police and Local Authority partners within the West midlands Region. Infrastructure owners affected by metal theft.
'Building Watch' initiative	To continue to work with Birmingham Fire Reduction Partnership and City Council Building Control team to secure void commercial/industrial buildings that are assessed as posing a significant risk of injury or significant likelihood of attracting arson or other anti-social behaviour	Fire Service, Police
Responsible dog ownership	To continue to work with partners to raise awareness of responsible dog ownership issues such as dog fouling, the law relating to collars and tags and helping children and young people to stay safe around dogs.	Police, RSPCA, Blue Cross, Birmingham Dogs' Home, Dogs' Trust
Counterfeit and fake alcohol	To remove counterfeit and fake alcohol from Birmingham's shops.	HMRC

#### 8.4 **Information management**

Our management system ensures the validity of our management information. It provides controls for the gathering and review of customer and other stakeholder feedback and ensures this feedback is acted upon. In 2011/2012 we will be able to monitor our performance via the new corporate SSM system that will provide a 'dashboard' view of our progress against declared targets and objectives. Corporate Data Quality Assurance templates will be used to assure the robustness of our performance figures.

**SERVICE DELIVERY**

All activities are focused on ensuring public health outcomes for Birmingham and to support the transition of the public health function back to the local authority.

Each section details how the work contributes to the Council Plan Strategic Outcomes and also to the national public health agenda, which are listed as follows:

- A. Tackling the causes of ill health
- B. Promoting and protecting health
- C. Ensuring healthy standards of living for all
- D. Create and develop health and sustainable places and communities
- E. Create fair employment and good work for all
- F. Give every child the best start in life
- G. Enable all children, young people and adults to maximise their capabilities
- H. Promoting social justice and safer communities

<b>Service Objective 1</b> <b>Offer advice and assistance to citizens and businesses on Environmental Health issues</b>		<b>Mission Statement</b> – ‘Fair Regulation for all – achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors’		
<b>Council Plan Strategic Outcomes</b> <ul style="list-style-type: none"> <li>• Succeed Economically</li> <li>• Stay Safe in a clean, green city</li> <li>• Be healthy</li> <li>• Enjoy a high quality of life</li> <li>• Make a contribution</li> <li>• Achieving excellence</li> </ul>		<b>Lead Officer</b> <ul style="list-style-type: none"> <li>• Head of Environmental Health (North / South)</li> </ul>		
<b>Task</b>	<b>Outcome</b>	<b>Measure</b>	<b>Target</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>• Respond to all requests for advice and assistance</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,F,G,H</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and well-being of citizens, businesses and visitors</li> <li>• To support compliant businesses from unfair competition</li> </ul>	<ul style="list-style-type: none"> <li>• % of RFAs responded to in 5 days</li> <li>• Customer satisfaction with overall quality of service provided</li> </ul>	<ul style="list-style-type: none"> <li>• 97.5% of all RFAs to be responded to within the PI date.</li> <li>• 80% of customers to be satisfied with quality of service</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring of work to ensure that requests are responded to within the required timescale.</li> <li>• Customer satisfaction questionnaire.</li> </ul>

<b>Service Objective 2</b> <b>Promote and ensure Food Safety</b>			<b>Mission Statement</b> – ‘Fair Regulation for all – achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors’	
<b>Council Plan Strategic Outcomes</b> <ul style="list-style-type: none"> <li>• Stay safe in a clean, green city</li> <li>• Be healthy</li> <li>• Succeed economically</li> <li>• Achieving excellence</li> </ul>			<b>Lead Officer</b>  Head of Environmental Health (South)	
<b>Task</b>	<b>Outcome</b>	<b>Measure</b>	<b>Target</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>• To undertake a statutory food intervention programme to ensure that new and existing food businesses comply with food safety legislation</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and well-being of citizens, businesses and visitors</li> <li>• To maintain a high level of consumer confidence in food businesses in Birmingham</li> <li>• To take appropriate enforcement action against food businesses where the health of the public is put at risk</li> <li>• To discharge the local authority’s statutory duty in meeting the Food Law Enforcement Plan</li> </ul>	<ul style="list-style-type: none"> <li>• % of planned interventions undertaken</li> <li>• % of food premises, which are broadly compliant with Food Safety Legislation</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of planned interventions undertaken</li> <li>• 90% of food premises broadly compliant</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of the Food Law Enforcement Plan</li> </ul>

<ul style="list-style-type: none"> <li>• To target all 0 and 1 'H' rated food businesses, as of the 01/04/12, to raise their standards or take enforcement action against them.</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and well-being of citizens, businesses and visitors.</li> <li>• To protect good businesses from being disadvantaged by non-compliant traders.</li> </ul>	<ul style="list-style-type: none"> <li>• The % of targeted businesses that are 0 and 1H rated that are improved.</li> </ul>	<ul style="list-style-type: none"> <li>• To carry out interventions in 100% of these targeted 0 and 1 H food businesses such that they either improve to a 2H rating or above or are subject to enforcement action (notice, caution, prosecution).</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of the Food Law Enforcement Plan</li> <li>• Ensuring that resources are targeted to the poorest performing food businesses.</li> </ul>
<ul style="list-style-type: none"> <li>• To develop the Food Law Enforcement Plan</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure that the Local Authority complies with the Food Standards Agency's Statutory Guidance</li> </ul>	<ul style="list-style-type: none"> <li>• Plan developed</li> </ul>	<ul style="list-style-type: none"> <li>• Plan reported to Public Protection Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Last year's food safety service to be reviewed</li> <li>• Food hygiene inspection programme to be agreed in line with Statutory Code of Practice</li> </ul>

<ul style="list-style-type: none"> <li>To migrate the current food hygiene 'scores on the doors' system to the national scheme run by the Food Standards Agency.</li> <li>This contributes to the following National Public Health agenda:</li> <li>A,B,C,D,F</li> </ul>	<ul style="list-style-type: none"> <li>To provide consistency with the way in which businesses are scored on hygiene nationally both for businesses and for consumers.</li> </ul>	<ul style="list-style-type: none"> <li>The % of businesses scored for hygiene under the new scheme.</li> </ul>	<ul style="list-style-type: none"> <li>100% of all food businesses scored under the current scheme to be migrated to the new system.</li> <li>To increase the % of consumers who are aware of the scheme.</li> </ul>	<ul style="list-style-type: none"> <li>Advice to businesses and the public about the new scheme.</li> <li>Migration system agreed and implemented.</li> </ul>
<ul style="list-style-type: none"> <li>To improve access to low cost food hygiene training for food businesses via the scores on the doors site.</li> <li>This contributes to the following National Public Health agenda:</li> <li>A,B,C,D,E</li> </ul>	<ul style="list-style-type: none"> <li>To ensure that small and medium food businesses are able to comply with legislation to protect their businesses.</li> </ul>	<ul style="list-style-type: none"> <li>To carry out and evaluate a pilot of food hygiene training for small and medium sized food businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Pilot carried out and evaluated.</li> </ul>	<ul style="list-style-type: none"> <li>Advice to businesses about the scheme.</li> </ul>
<ul style="list-style-type: none"> <li>To promote health awareness through 'Healthy Tums'</li> </ul>	<ul style="list-style-type: none"> <li>To promote the principles of healthy food etc in young</li> </ul>	<ul style="list-style-type: none"> <li>Number of schools taking part</li> <li>% satisfaction with</li> </ul>	<ul style="list-style-type: none"> <li>10 schools to participate in the initiative</li> </ul>	<ul style="list-style-type: none"> <li>A sponsored school's competition funded by external</li> </ul>

<ul style="list-style-type: none"> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,F</li> </ul>	<p>people</p> <p>Increased awareness of food hygiene and healthy eating amongst those taking part</p>	<p>those taking part</p>	<ul style="list-style-type: none"> <li>• At least 80% of participants satisfied with the project</li> </ul>	<p>partners.</p> <ul style="list-style-type: none"> <li>• To make an information pack available to all schools in the City</li> </ul>
<ul style="list-style-type: none"> <li>• To promote healthy choices across the city and particularly in deprived areas</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,G</li> </ul>	<ul style="list-style-type: none"> <li>• To promote the health and wellbeing of citizens, including young people</li> </ul>	<ul style="list-style-type: none"> <li>• Number of food businesses with a healthy choices award</li> <li>• % business satisfaction with scheme</li> </ul>	<ul style="list-style-type: none"> <li>• Increase on last year</li> <li>• At least 80% of businesses satisfied with scheme</li> </ul>	<ul style="list-style-type: none"> <li>• Project to increase the number of businesses with Health Choices Award.</li> </ul>
<ul style="list-style-type: none"> <li>• To remove counterfeit and fake alcohol from the food chain.</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,H</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure that food standards in Birmingham are protected</li> </ul>	<ul style="list-style-type: none"> <li>• % of surveys completed.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of surveys completed.</li> <li>• To take robust enforcement action against non-compliant businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring checks to be carried out in conjunction with HMRC</li> </ul>

<ul style="list-style-type: none"> <li>• To develop a food and water sampling programme in line with national and regional priorities</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,F</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure the safety and quality of food produced and sold in Birmingham</li> </ul>	<ul style="list-style-type: none"> <li>• % of surveys completed</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of surveys completed, dependant upon sufficient budget being available.</li> </ul>	<ul style="list-style-type: none"> <li>• Development of the food and water sampling programme in conjunction with Local Government Regulation and the Health Protection Agency.</li> <li>• To develop the sampling programme in line with identified concerns regarding specific food products.</li> </ul>
<ul style="list-style-type: none"> <li>• Coaching visits for food premises for Olympics</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,H</li> </ul>	<ul style="list-style-type: none"> <li>• To work in partnership with the Food Standards Agency as part of a national initiative to ensure that small and medium sized businesses are provided with additional coaching visits to ensure they comply with food hygiene legislation.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of businesses who received coaching.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of businesses who receive coaching are satisfied with the scheme.</li> </ul>	<ul style="list-style-type: none"> <li>• To identify 50 small and medium food businesses who would benefit from additional food hygiene coaching.</li> </ul>

<b>Service Objective 3</b> <b>Promote and ensure Healthy and Safe Working Environments</b>			<b>Mission Statement</b> – ‘Fair Regulation for all – achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors’	
<b>Council Plan Strategic Outcomes</b> <ul style="list-style-type: none"> <li>• Succeed economically</li> <li>• Stay safe in a clean, green city</li> <li>• Be healthy</li> <li>• Achieving excellence</li> </ul>			<b>Lead Officer</b>  Head of Environmental Health (North) – Health and Safety	
<b>Task</b>	<b>Outcome</b>	<b>Measure</b>	<b>Target</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>• To undertake a Health &amp; Safety (H&amp;S) inspection programme of high risk businesses</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,H</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and safety of workers and members of the public in Birmingham’s businesses</li> <li>• To take appropriate enforcement action against businesses where health and safety is put at risk</li> <li>• To discharge the local authority’s statutory duty in meeting the Health and Safety Law Enforcement Plan</li> <li>• To support businesses in keeping their</li> </ul>	<ul style="list-style-type: none"> <li>• % of planned inspections undertaken</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of planned interventions undertaken</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of the Health and Safety Law Enforcement Plan (HSLEP)</li> </ul>

	employees and customers safe and reduce costs in unnecessary absence from accidents or injury claims.			
<ul style="list-style-type: none"> <li>• To develop the Health and Safety Law Enforcement Plan</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,G,H</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure that the Local Authority complies with the Section 18 Health and Safety at Work etc Act 1974.</li> </ul>	<ul style="list-style-type: none"> <li>• Plan developed</li> </ul>	<ul style="list-style-type: none"> <li>• Plan reported to Public Protection Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Last year's health and safety service to be reviewed</li> <li>• Health and safety inspection programme to be agreed in line with Health and Safety Executive guidance.</li> </ul>
<ul style="list-style-type: none"> <li>• Investigation of work place related incidents</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,G,H</li> </ul>	<ul style="list-style-type: none"> <li>• To protect employees and members of the public from unsafe practices.</li> <li>• To ensure that employers meet their statutory responsibilities in relation to health and safety</li> </ul>	<ul style="list-style-type: none"> <li>• % of work related mandatory incidents investigated (as defined by Health and Safety Executive guidance)</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of mandatory incidents</li> </ul>	<ul style="list-style-type: none"> <li>• Process in place for monitoring the investigation of mandatory (serious) incidents.</li> </ul>

<ul style="list-style-type: none"> <li>• To promote safe working with students on work placements.</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,G,H</li> </ul>	<ul style="list-style-type: none"> <li>• To empower students to stay safe when on work placement and in their future working lives.</li> </ul>	<ul style="list-style-type: none"> <li>• % satisfaction with scheme and leaflet</li> <li>• To provide relevant health and safety information leaflets on remaining safe in the work place to students prior to their work placement.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 80% satisfaction with initiative</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership working with education/HSE and BHSEA.</li> <li>• To develop a student workshop DVD resource for other Local Authorities (LAs) and schools to use.</li> <li>• To promote this to other LA's and schools with a view to sell the DVD to generate income</li> </ul>
<ul style="list-style-type: none"> <li>• To continue to develop local partnerships through the Business Forum</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,H</li> </ul>	<ul style="list-style-type: none"> <li>• To support businesses in keeping their employees and customers safe and reduce costs in unnecessary absence due to accidents or injury claims.</li> </ul>	<ul style="list-style-type: none"> <li>• % business satisfied with this new approach</li> </ul>	<ul style="list-style-type: none"> <li>• At least 80% of business satisfaction with Forum</li> </ul>	<ul style="list-style-type: none"> <li>• Project to continue to develop a Business Forum that will include local and multisite businesses.</li> </ul>
<ul style="list-style-type: none"> <li>• To undertake a programme of targeted inspections of window restraints in care establishments following a serious fall from height</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the wellbeing of vulnerable people in care environments</li> <li>• To raise the awareness of the issue in the care industry</li> </ul>	<ul style="list-style-type: none"> <li>• % that have assessed and managed the risk of vulnerable people falling from windows</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure 100% of businesses visited have assessed and managed the risk of falls from windows</li> <li>• To take robust enforcement action against non-compliant</li> </ul>	<ul style="list-style-type: none"> <li>• To identify relevant businesses across the City</li> <li>• Promote the dangers of unsecured windows to businesses caring for vulnerable people</li> <li>• Issue guidance to all relevant businesses</li> </ul>

<ul style="list-style-type: none"> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• B,C</li> </ul>			<ul style="list-style-type: none"> <li>businesses</li> <li>• To educate businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Visit a percentage of businesses and inspect</li> <li>• Follow up and enforce as necessary</li> </ul>
<ul style="list-style-type: none"> <li>• To continue a programme to ensure that the risk of scalding in residential homes and hostels is minimised following fatal incidents of the same.</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• B,C</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and wellbeing of citizens who are in care or residential homes in the City.</li> </ul>	<ul style="list-style-type: none"> <li>• % that have robust controls to prevent scalding water in baths and showers</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that 100% of these premises have a robust process control in place or thermostatic valves fitted to prevent scalding.</li> <li>• To take enforcement action against non-compliant premises.</li> </ul>	<ul style="list-style-type: none"> <li>• To promote the dangers of scalding water in hostels and residential homes.</li> <li>• Visit a percentage of businesses and inspect</li> <li>• Follow up and enforce as necessary</li> </ul>
<ul style="list-style-type: none"> <li>• To undertake a programme of targeted inspections of cooling towers</li> </ul>	<ul style="list-style-type: none"> <li>• To protect employees and members of the public from unsafe</li> </ul>	<ul style="list-style-type: none"> <li>• % that have assessed and managed the risk of legionella</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure 100% of businesses visited have assessed and managed the risk of</li> </ul>	<ul style="list-style-type: none"> <li>• To identify relevant businesses across the City</li> <li>• Promote the dangers</li> </ul>

<ul style="list-style-type: none"> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C</li> </ul>	<p>practices.</p> <ul style="list-style-type: none"> <li>• To ensure that employers meet their statutory responsibilities in relation to health and safety</li> </ul>		<p>legionella</p> <ul style="list-style-type: none"> <li>• To take robust enforcement action against non-compliant businesses</li> <li>• To educate businesses</li> </ul>	<p>of poorly managed cooling towers</p> <ul style="list-style-type: none"> <li>• Issue guidance to all relevant businesses</li> <li>• Visit 100% of businesses with cooling towers and inspect</li> <li>• Follow up and enforce as necessary</li> </ul>
<ul style="list-style-type: none"> <li>• To engage the public health agenda and promote the principles of health, work and wellbeing</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,G,H</li> </ul>	<ul style="list-style-type: none"> <li>• To raise awareness of the importance of employee health and wellbeing</li> <li>• Seek opportunities to work in partnership with relevant organisations to promote the importance of employee health and wellbeing</li> <li>• Provide businesses with advice to help them to succeed economically</li> </ul>	<ul style="list-style-type: none"> <li>• Contribute to the national priority to promote and improve employee health and wellbeing</li> <li>• % businesses satisfied with this approach</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and write to 100 local SMEs to raise awareness and to offer face-to-face advice.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce and distribute an information pack for businesses to use to promote employee health and wellbeing</li> <li>• Identify and approach key partners to help achieve the desired outcome</li> <li>• Research existing return to work toolkits for suitability (e.g. by way of either existing, or our own evaluation)</li> <li>• Carry out inspections, and take appropriate enforcement action against poor performers</li> </ul>
<ul style="list-style-type: none"> <li>• To carry out audits for the Best Bar None initiative</li> </ul>	<ul style="list-style-type: none"> <li>• To promote the principles of responsible alcohol</li> </ul>	<ul style="list-style-type: none"> <li>• % of audits undertaken</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of audits required undertaken.</li> </ul>	<ul style="list-style-type: none"> <li>• Audits allocated to appropriately trained officers.</li> </ul>

	policies in businesses			
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<b>Service Objective 4</b> <b>Improve the environment: clean and safe</b>			<b>Mission Statement</b> – ‘Fair Regulation for all – achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors’	
<b>Council Plan Strategic Outcomes</b> <ul style="list-style-type: none"> <li>• Succeed economically</li> <li>• Stay safe in a clean, green city</li> <li>• Enjoy a high quality of life</li> <li>• Achieving excellence</li> </ul>			<b>Lead officer</b>  Head of Environmental Health (North)	
<b>Task</b>	<b>Outcome</b>	<b>Measure</b>	<b>Target</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>• Conduct duty of care inspections (provision of commercial waste contract) at all premises visited by officers</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• B, D,E</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and well-being of citizens, businesses and visitors</li> <li>• To promote compliance with environmental legislation and to prevent the council from underwriting waste disposal costs from non-compliant businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• % of commercial businesses which are compliant</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of businesses to be compliant.</li> </ul>	<ul style="list-style-type: none"> <li>• Inspect all commercial businesses for Duty of Care records that are visited by officers</li> </ul>
<ul style="list-style-type: none"> <li>• Programme of litter enforcement exercises to support the government's</li> </ul>	<ul style="list-style-type: none"> <li>• To improve the cleanliness of streets and open spaces in the city</li> </ul>	<ul style="list-style-type: none"> <li>• % of planned exercises completed</li> <li>• Robust</li> </ul>	<ul style="list-style-type: none"> <li>• 90% of exercises to be delivered</li> <li>• Number of FPN's served and number</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership working with other involved parties</li> </ul>

<p>campaign 'Love where You Live' initiative</p> <ul style="list-style-type: none"> <li>• This contributes to the following National Public Health agenda:</li> <li>• B,C,D,E,H</li> </ul>	<ul style="list-style-type: none"> <li>• To dissuade littering</li> </ul>	<p>enforcement against people found littering</p>	<p>of people who fail to pay prosecuted.</p>	
<ul style="list-style-type: none"> <li>• Enforcement action – flycapture</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• B,C,D,H</li> </ul>	<ul style="list-style-type: none"> <li>• To improve the cleanliness of streets and open spaces in the city</li> </ul>	<ul style="list-style-type: none"> <li>• Production of return to DEFRA</li> <li>• Fly capture score for enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a new baseline figure or enforcement based on new level of resources.</li> </ul>	<ul style="list-style-type: none"> <li>• Return to DEFRA completed</li> <li>• Focus on work tackling cleanliness across the city</li> </ul>
<ul style="list-style-type: none"> <li>• Area based interventions on Duty of Care (commercial waste)</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> </ul>	<ul style="list-style-type: none"> <li>• To improve the cleanliness of streets and open spaces in the city and to ensure that businesses are compliant with their legal responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• % of planned exercises completed and appropriate enforcement action taken</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of exercises to be delivered.</li> </ul>	<ul style="list-style-type: none"> <li>• By identification of complaint 'hot spots' across the City to carry out inspections and visits to check compliance of businesses with their Duty of Care responsibilities.</li> <li>• To take appropriate enforcement action where required.</li> <li>• To carry out follow</li> </ul>

<ul style="list-style-type: none"> <li>• B,C,D,E,H</li> </ul>				<p>up visits to check compliance and maintenance of standards.</p>
<ul style="list-style-type: none"> <li>• Duty of Care interventions on specific types of businesses which produce high risk waste eg tyre bays, builders</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• B,C,D,E,H</li> </ul>	<ul style="list-style-type: none"> <li>• To improve the cleanliness of streets and open spaces in the city and to ensure that businesses are compliant with their legal responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• % of planned interventions completed and appropriate enforcement action taken</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of planned interventions to be delivered.</li> </ul>	<ul style="list-style-type: none"> <li>• To identify different types of business likely to produce high risk waste and to carry out investigations and visits to check compliance.</li> </ul>
<ul style="list-style-type: none"> <li>• To work with the Association of Chief Police Officers (ACPO) on a national metal task force (tackling metal theft).</li> <li>• This contributes to the following</li> </ul>	<ul style="list-style-type: none"> <li>• To reduce the number of unregistered waste carriers associated with the transport of scrap metal.</li> <li>• To assist the Police in taking enforcement action associated with metal theft.</li> </ul>	<ul style="list-style-type: none"> <li>• % of planned interventions completed in partnership with the Police and appropriate enforcement action taken</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of planned interventions to be delivered.</li> </ul>	<ul style="list-style-type: none"> <li>• To identify Waste Carriers involved in the transport of scrap metal.</li> <li>• To establish a joint information sharing protocol with the Police.</li> <li>• To take part in joint</li> </ul>

<p>National Public Health agenda:</p> <ul style="list-style-type: none"> <li>• B,C,D,E,H</li> </ul>	<ul style="list-style-type: none"> <li>• To initiate a traders forum to consider voluntary standards and best practice.</li> </ul>			<p>working such as vehicles stops, securing of void premises as part of the Building Watch initiative and to engage with scrap metal dealers and itinerant collectors.</p>
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<b>Service Objective 5</b> <b>Improve the environment: Environmental Protection</b>		<b>Mission Statement</b> – ‘Fair Regulation for all – achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors’		
<b>Council Plan Strategic Outcomes</b> <b>Council Plan Strategic Outcomes</b> <ul style="list-style-type: none"> <li>• Succeed economically</li> <li>• Stay safe in a clean, green city</li> <li>• Be healthy</li> <li>• Enjoy a high quality of life</li> <li>• Make a contribution</li> <li>• Achieving excellence</li> </ul>		<b>Lead Officer</b>  Head of Environmental Health (South)		
<b>Task</b>	<b>Outcome</b>	<b>Measure</b>	<b>Target</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>• Planned programme of inspections of industrial premises that present a high risk of polluting through their environmental emissions.</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> </ul> <p>A,B,C,E,F,H</p>	<ul style="list-style-type: none"> <li>• To protect the health and well-being of citizens, employees of businesses and visitors.</li> <li>• To support businesses in the community by providing regulatory advice, proportionate enforcement and a consistent and level playing field.</li> </ul>	<ul style="list-style-type: none"> <li>• % of planned inspections undertaken</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of installations to be inspected within the year</li> </ul>	<ul style="list-style-type: none"> <li>• Programmed of inspections developed based on risk.</li> </ul>

<ul style="list-style-type: none"> <li>• To support the Low Emissions Towns and Cities Programme (LETCP) to provide for reductions in air pollution and carbon emissions via encouraging the development and deployment of low emission based technologies</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,F,H</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and wellbeing of citizens, employees of businesses and visitors</li> <li>• To promote the local economy through supporting the development of low emission technologies</li> </ul>	<ul style="list-style-type: none"> <li>• Support Low Emissions Towns &amp; Cities Programme</li> </ul>	<ul style="list-style-type: none"> <li>• Progress reported annually to PPC</li> </ul>	<ul style="list-style-type: none"> <li>• Working in partnership with the West Midlands Authorities and supported by funding from Defra.</li> <li>• LETCP progress and financial management reports to Defra</li> </ul>
<ul style="list-style-type: none"> <li>• To work towards the improvements of air quality within the city through the reduction of nitrogen dioxide (NO<sub>2</sub>) levels</li> <li>• This contributes to the following National Public Health agenda:</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and wellbeing of citizens, employees of businesses and visitors</li> <li>• To promote the local economy through supporting the development of low emission</li> </ul>	<ul style="list-style-type: none"> <li>• Support Local Transport Plan 3</li> <li>• Support Low Emissions Towns &amp; Cities Programme</li> </ul>	<ul style="list-style-type: none"> <li>• Progress reported annually to PPC</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain progress with the Air Quality Action Plan</li> <li>• Reports to Defra</li> </ul>

<ul style="list-style-type: none"> <li>• A,B,C,D,E,F,H</li> </ul>	<p>technologies</p>			
<ul style="list-style-type: none"> <li>• Undertake inspection of land for contamination in line with the contaminated land strategy</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,F,H</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and well-being of citizens, employees of businesses and visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain a list of priority sites which are contaminated.</li> </ul>	<ul style="list-style-type: none"> <li>• Progress reported annually to PPC</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of the contaminated land strategy and recommendations made via planning consultations</li> <li>• Apply for funding from Defra to investigate and remediate contaminated land in line with the funding that is available.</li> </ul>
<ul style="list-style-type: none"> <li>• To act as a responsible authority to the licensing committee.</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• B,C,D,F,H</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and well-being of citizens, employees of businesses and visitors</li> <li>• To promote compliance with the objectives of the Licensing Act in Birmingham by the licence trade.</li> </ul>	<ul style="list-style-type: none"> <li>• To respond to all applications for premises licenses within the consultation period (28 days)</li> </ul>	<ul style="list-style-type: none"> <li>• 90% of applications to be responded to within the consultation period.</li> </ul>	<ul style="list-style-type: none"> <li>• Process implemented to monitor returns to Licensing Authority.</li> </ul>

<ul style="list-style-type: none"> <li>• To act as a non-statutory consultee on planning issues for the Development directorate</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• B,C,D,E,H</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and well-being of citizens, employees of businesses and visitors</li> <li>• To promote the local economy by providing for sustainable development</li> </ul>	<ul style="list-style-type: none"> <li>• To respond to planning consultations with the consultation period (28 days)</li> </ul>	<ul style="list-style-type: none"> <li>• 85% of applications to be responded to within the consultation period.</li> </ul>	<ul style="list-style-type: none"> <li>• Process implemented to monitor returns to Licensing Authority.</li> </ul>
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<b>Service Objective 6 Tobacco Control</b>			<b>Mission Statement</b> – ‘Fair Regulation for all – achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors’	
<b>Council Plan Strategic Outcomes</b> <b>Janet to add to</b> <ul style="list-style-type: none"> <li>• Succeed Economically</li> <li>• Stay safe in a clean, green environment</li> <li>• Achieving Excellence</li> </ul>			<b>Lead Officer</b>  Head of Environmental Health (South)	
<b>Task</b>	<b>Outcome</b>	<b>Measure</b>	<b>Target</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>• Undertake investigations and inspections of Shisha premises in Birmingham</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,H</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and well-being of citizens, businesses and visitors</li> <li>• To provide advice to Shisha users on the dangers of smoking Shisha</li> <li>• To take appropriate enforcement action against premises which do not comply with legislation.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of planned inspections carried out.</li> <li>• Number of planned inspections carried out.</li> <li>• Number of smokefree complaints investigated</li> <li>• Number of known shisha premises inspected and enforcement action taken where necessary</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of planned inspections carried out.</li> <li>• 100% of planned inspections carried out.</li> <li>• 100% of smokefree complaints investigated</li> </ul>	<ul style="list-style-type: none"> <li>• Working in partnership with other agencies including HMRC, Stop Smoking Services, NHS, BCC planning, BCC Trading Standards, West Midlands Fire Authority, DoH and CenTSA</li> <li>• Planned Shisha inspections to be carried out.</li> <li>• Smokefree checks to be done during programmed inspections</li> <li>• Shisha activities to</li> </ul>

				secure compliance and health messages
<ul style="list-style-type: none"> <li>• Involvement with tobacco control alliance</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• A,B,C,D,E,F,G,H</li> </ul>	<ul style="list-style-type: none"> <li>• The Birmingham Tobacco Control Strategy 2010-15 highlights the need for a multi-agency, collaborative approach to tackling tobacco use. The delivery of the strategy is overseen by the Birmingham Tobacco Control Alliance, working together to promote smokefree living, tackle illicit tobacco and reduce the harm caused by smoking across the city</li> </ul>	<ul style="list-style-type: none"> <li>• Activities reported to Public Protection Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Report provided to Public Protection Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Joint working with the alliance through attendance at meetings, policy and strategy agreed.</li> <li>• Strategy confirmed regarding DOH funding including the provision of training and guidance document for officers across the West Midlands region on the control of shisha</li> </ul>
<ul style="list-style-type: none"> <li>• Work with Concierges of BCC housing flats where concierges are present</li> <li>• This contributes to the following</li> </ul>	<ul style="list-style-type: none"> <li>• Improving the living environment of people within BCC housing flats</li> </ul>	<p>To undertake a pilot project working in partnership with Homes and Neighbourhoods concierges to identify and deal</p>	<ul style="list-style-type: none"> <li>• Completion and evaluation of the pilot</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership working and protocol established with concierges</li> <li>• Issue of fixed penalty notices to individuals in breach of the legislation</li> </ul>

<p>National Public Health agenda:</p> <ul style="list-style-type: none"> <li>• A,B,C,D,F,G,H</li> </ul>		<p>with breaches of smokefree legislation in common areas of public sector housing.</p>		
<ul style="list-style-type: none"> <li>• Joint working with West Midlands Travel Service to stop smoking on public transport</li> <li>• This contributes to the following National Public Health agenda:</li> </ul> <p>A,B,C,D,E,F,G,H</p>	<ul style="list-style-type: none"> <li>• To prevent the harm from passive smoking on public transport and to enforce the provisions of the legislation.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of planned joint interventions carried out.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of joint interventions carried out.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a protocol with West Midlands Travel Service and plan a programme of joint interventions.</li> </ul>
<ul style="list-style-type: none"> <li>• Joint working with the Tobacco Control Alliance to provide information to businesses regarding the Smoke Free legislation.</li> <li>• This contributes to the following National Public Health agenda:</li> </ul> <ul style="list-style-type: none"> <li>• A,B,C,D,EF,G,H</li> </ul>	<ul style="list-style-type: none"> <li>• To prevent the sale of counterfeit tobacco and the sale of tobacco to young people.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of businesses receiving information.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of businesses visited and information provided.</li> </ul>	<ul style="list-style-type: none"> <li>• Obtain funding from the Tobacco Control Alliance .</li> <li>• Identify training providers with suitable language skills to carry out the interventions.</li> </ul>

<b>Service Objective 7</b> <b>To provide an effective and efficient pest control service</b>			<b>Mission Statement</b> – ‘Fair Regulation for all – achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors’	
<b>Council Plan Strategic Outcomes</b>			<b>Lead Officer</b>	
<ul style="list-style-type: none"> <li>Stay safe in a clean, green city</li> <li>Be healthy</li> <li>Enjoy a high quality of life</li> <li>Achieving excellence</li> </ul>			Head of Environmental Health (North)	
<b>Task</b>	<b>Outcome</b>	<b>Measure</b>	<b>Target</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>To respond to all requests for advice and assistance</li> <li>Statutory responsibility</li> <li>This contributes to the following National Public Health agenda:</li> <li>A,B,C,D,F,G,H</li> </ul>	<ul style="list-style-type: none"> <li>To protect the health and wellbeing of citizens, businesses and visitors</li> </ul>	<ul style="list-style-type: none"> <li>% of RFAs responded to in 5 days</li> <li>% of rat in houses responded to in 24 hours</li> </ul>	<ul style="list-style-type: none"> <li>97.5% of RFAs to be responded to within PI date</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring of work and appointment system to ensure that requests are responded to within the required timescales.</li> </ul>
<ul style="list-style-type: none"> <li>Provide proactive rat treatments across the city</li> <li>This contributes to the following National Public</li> </ul>	<ul style="list-style-type: none"> <li>To protect the health and wellbeing of citizens, businesses and visitors</li> </ul>	<ul style="list-style-type: none"> <li>% reduction of RFAs within areas subject to a proactive exercise when compared to 5 year mean</li> <li>% reduction in rat</li> </ul>	<ul style="list-style-type: none"> <li>5% reduction</li> <li>90% reduction</li> </ul>	<ul style="list-style-type: none"> <li>Implementation of proactive exercises and monitoring of results</li> </ul>

Health agenda: <ul style="list-style-type: none"><li>• A,B,C,D,F,G,H</li></ul>		activity in premises treated as part of a proactive exercise.		
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<b>Service Objective 8</b> <b>To provide an effective and efficient Animal Health service</b>			<b>Mission Statement</b> – ‘Fair Regulation for all – achieving a safe, clean, green and fair trading city for residents, business and visitors’	
<b>Council Plan Strategic Outcomes</b>			<b>Lead Officer</b>	
<ul style="list-style-type: none"> <li>Stay safe in a clean, green city</li> <li>Be healthy</li> <li>Achieving excellence</li> </ul>			Head of Environmental Health (South)	
<b>Task</b>	<b>Outcome</b>	<b>Measure</b>	<b>Target</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>To provide a Dog Warden Service to seize and detain stray dogs.</li> <li>Statutory responsibility</li> <li>This contributes to the following National Public Health agenda:</li> <li>B,C,D,F,H</li> </ul>	<ul style="list-style-type: none"> <li>To protect the health and wellbeing of the public.</li> <li>To reduce the incidence of road traffic accidents and dog biting incidents involving stray dogs.</li> </ul>	<ul style="list-style-type: none"> <li>Number of stray dogs collected</li> <li>% of RFA's responded to in 5 days.</li> </ul>	<ul style="list-style-type: none"> <li>100% of RFA's relating to stray dogs responded to within 5 days.</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring of work to ensure that requests are responded to within the required timescale.</li> </ul>
<ul style="list-style-type: none"> <li>Undertake a programme of inspections of all licensed animal establishments.</li> </ul>	<ul style="list-style-type: none"> <li>To protect animal welfare within Birmingham and to support businesses publicly trading in Birmingham.</li> </ul>	<ul style="list-style-type: none"> <li>To inspect 100% of licensed animal establishments.</li> </ul>	<ul style="list-style-type: none"> <li>100% of the inspection programme to be delivered</li> </ul>	<ul style="list-style-type: none"> <li>Development of inspection programme to ensure that premises are inspected to ensure that licences</li> </ul>

<ul style="list-style-type: none"> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• B,C,D,E</li> </ul>				are valid.
<ul style="list-style-type: none"> <li>• To promote responsible dog ownership by raising the awareness of the law regarding stray dogs and dog fouling.</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• B,C,D,F,H</li> </ul>	<ul style="list-style-type: none"> <li>• To protect the health and wellbeing of the public and to ensure animal welfare within Birmingham</li> </ul>	<ul style="list-style-type: none"> <li>• Number of follow up visits carried out to owners reclaiming their dogs from Birmingham Dogs' Home.</li> </ul>	<ul style="list-style-type: none"> <li>• 20 follow up visits</li> </ul>	<ul style="list-style-type: none"> <li>• Visits carried out to provide information on the law. Customer evaluation</li> <li>• To investigate alternative methods of promoting awareness of responsible dog ownership through partnership working.</li> <li>• Implementation of proactive exercises regarding dog fouling.</li> </ul>

<b>Service Objective 9</b> <b>To provide support to the Birmingham and Solihull Coroner</b>			<b>Mission Statement</b> – ‘Fair Regulation for all – achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors’	
<b>Council Plan Strategic Outcomes</b>  • Achieving Excellence			<b>Lead Officer</b>  Head of Environmental Health (North) Principal Officer Administration Support	
<b>Task</b>	<b>Outcome</b>	<b>Measure</b>	<b>Target</b>	<b>Method</b>
<ul style="list-style-type: none"> <li>• Provide administrative support and mortuary services to the Coroner</li> <li>• Statutory responsibility</li> <li>• This contributes to the following National Public Health agenda:</li> <li>• D,H</li> </ul>	<ul style="list-style-type: none"> <li>• Excellence of service to the bereaved</li> </ul>	<ul style="list-style-type: none"> <li>• % customer satisfaction with the Coronial service</li> </ul>	<ul style="list-style-type: none"> <li>• 80% customer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Continual review of comments to inform future service provision</li> <li>• Customer satisfaction questionnaires</li> </ul>

## ENVIRONMENTAL HEALTH STRUCTURE CHART



