



## Swale Borough Council

Swale House, East Street, Sittingbourne ME10 3HT

### Licensing Policy Review Questionnaire

*The information that you provide on this form will be used for the purpose of revising the existing Licensing Policy and improving our service. All information is kept in accordance with the Data Protection Act 1998.*

#### SECTION ONE: Your Personal Details.

<b>Title:</b>	
<b>Full Name:</b>	
<b>Company Name:</b> (If Applicable)	
<b>Position held:</b> (If Applicable)	
<b>Address:</b>	
<b>Contact Number:</b>	

*(Please mark an 'X' in the appropriate box)*

<b>Q1.</b>	<b>Do you hold a valid Premises or Personal Licence, under the Licensing Act 2003?</b>	<input type="checkbox"/> Yes (See Q.3 onwards)	<input type="checkbox"/> No (See Q.2 only)
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<b>Q2.</b>	<b>If No, what is your interest in the local licensing policy?</b>	<input type="checkbox"/> Local Resident	<input type="checkbox"/> Local Business
		<input type="checkbox"/> Licensing Authority	<input type="checkbox"/> Councillor
		<input type="checkbox"/> Visitor	<input type="checkbox"/> Other

<b>Q3.</b>	<b>What type of Licence do you hold?</b>	<input type="checkbox"/> Premise Licence
		<input type="checkbox"/> Personal Licence

<b>Q4.</b>	<b>What is your Licence Reference Number?</b>

**If you are a Personal Licence Holder, but you did not complete the questionnaire in October 2008, please complete the following information:**  
(This information allows us to keep accurate records and comply with the requirements under the Audit Commission, you are under no obligation to provide this information)

<b>Date of Birth:</b>	
<b>National Insurance Number:</b>	



### SECTION THREE: Night-time economy in Swale.

<b>Q1.</b>	<b>Are you a resident of Swale?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No (See Section Four)
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<b>Q2.</b>	<b>Which of Swale's three main towns, would you say, you normally visit for an evening out?</b>	<input type="checkbox"/> Sheerness
		<input type="checkbox"/> Sittingbourne
		<input type="checkbox"/> Faversham
		<input type="checkbox"/> None of the above

<b>Q3.</b>	<b>How safe do you normally feel when you are out, in Swale, at night?</b>	<input type="checkbox"/> Very Safe
		<input type="checkbox"/> Fairly Safe
		<input type="checkbox"/> Fairly Unsafe
		<input type="checkbox"/> Very Unsafe

**If you have answered 'Fairly Unsafe' or 'Very Unsafe' to the above, what are the reasons for this?**


<b>Q4.</b>	<b>How do you normally travel into and out of town, for an evening?</b>	<input type="checkbox"/> Car
		<input type="checkbox"/> Taxi
		<input type="checkbox"/> Walk
		<input type="checkbox"/> Train

<b>Q5.</b>	<b>If you use public transport or services, do you normally feel safe travelling into and out of town at night?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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<b>Q6.</b>	<b>Have you ever witnessed, or been involved in, violent behaviour in the town, when out in the evening?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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**Do you have any suggestions for the 'Crime and Disorder Reduction Partnership' to promote Swale as a safe place to socialise of an evening?**


## SECTION FOUR: Licensing Department's Service Standard.

**Out of the following aspects of customer service, please tick the three that you consider to be most important.**

<input type="checkbox"/> Friendly smile & welcoming manner	<input type="checkbox"/> Polite and Courteous
<input type="checkbox"/> Prompt Service	<input type="checkbox"/> Providing accurate information
<input type="checkbox"/> Keeping customers informed	<input type="checkbox"/> Ease of access to service

<b>Q1.</b>	<b>Have you ever had the need to contact or use the services of Swale Borough Council's Licensing Department?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No (See Section Six)
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<b>Q2.</b>	<b>What was your reason for contacting the Licensing Department?</b> (You can tick more than one)	<input type="checkbox"/> General Enquiry
		<input type="checkbox"/> Application
		<input type="checkbox"/> Complaint
		<input type="checkbox"/> Request forms

<b>Q3.</b>	<b>What method of communication have you used to contact the Licensing Department?</b> (You can tick more than one)	<input type="checkbox"/> Telephone (see Q.4)
		<input type="checkbox"/> Email (see Q.5)
		<input type="checkbox"/> Letter (see Q.6)
		<input type="checkbox"/> Meeting (see Q.7)

<b>Q.4</b>	<b>Please rate the following:</b>	Excellent	Good	Fair	Bad
	Answering the Telephone				
	Responding to voicemails				
	How was our Telephone manner				
	Staffs knowledge of licensing law				
	How helpful was the staff				

<b>Q.5</b>	<b>Please rate the following:</b>	Excellent	Good	Fair	Bad
	Acknowledgement of the email				
	Response to the email				
	Information provided in the response				

<b>Q.6</b>	<b>Please rate the following:</b>	Excellent	Good	Fair	Bad
	Response to your letter				
	Information provided in the response				

<b>Q.7</b>	<b>Please rate the following:</b>	Excellent	Good	Fair	Bad
	Process of arranging a meeting				
	How courteous and helpful was staff				
	Punctuality of the meeting				
	Staff ability to answer questions				

<b>Q8.</b>	<b>Have you ever requested information, documentation or forms, and not received them?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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<b>Q9.</b>	<b>Do you think that the Licensing Department is efficient?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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<b>Q10.</b>	<b>Have you used the Swale Website?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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<b>Q.7</b>	<b>Overall, how would you rate our Customer service?</b>	Excellent	Good	Fair	Bad

**What do you think it best about our Customer Service?**


**How could we improve our Customer Service?**


## **SECTION FIVE: Applications and Information.**

<b>Q.1</b>	<b>Please rate the following:</b>	Excellent	Good	Fair	Bad
	Availability of Guidance Material				
	Quality of Guidance Material				
	Explanation of the application procedure and advice				
	Informed of applications progress?				

<b>Q.2.</b>	<b>If you are a Premises or Personal Licence Holder, are you aware of your responsibilities?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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<b>Q.3.</b>	<b>If you are a Premises or Personal Licence Holder, are you aware of the relevant offences relating to your role?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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<b>Q.4.</b>	<b>Do you think that a person granted a licence under the Licensing Act 2003 should receive an information pack on the above?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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<b>Q.5.</b>	<b>If you are responsible for a Licensed Premise within Swale, would you benefit from a 'Forum' meeting, where all licensees have the opportunity to discuss relevant issues?</b>	<input type="checkbox"/> Yes: Borough Wide
		<input type="checkbox"/> Yes: Specific to Town
		<input type="checkbox"/> No

**We are committed to improving the quality of the service we provide, any further comments you make, that will help us identify things we get right or changes we should make, would be most welcome.**
