

# LONDON BOROUGH OF HACKNEY

## Job Description

<b>POST TITLE:</b>	Shop Fronts Service Officer
<b>DIRECTORATE:</b>	Climate, Homes & Economy
<b>SERVICE:</b>	Markets, Shop Fronts & Street Trading Service
<b>GRADE:</b>	SO2
<b>LOCATION:</b>	Ridley Rd office, Market and Street Trading sites across the borough of Hackney
<b>RESPONSIBLE TO:</b>	Shop Fronts Service Team Leader
<b>RESPONSIBLE FOR:</b>	<u>No Direct Reports</u>

### PURPOSE OF THE JOB:

The Shop Fronts Service Officer plays a pivotal role in ensuring Hackney's high streets, outdoor dining areas and shopfront spaces are safe, accessible, vibrant and well regulated.

The post holder is responsible for providing an efficient, high-quality frontline service to businesses, residents, and visitors, acting as a visible first point of contact for all matters relating to:

- Shop front licensing
- Pavement licensing and al fresco dining
- A-board licensing and management
- Business parklets and activated public highway space

The post holder will:

- Deliver licensing, inspection, advisory and compliance activities across all shop front and pavement trading types
- Initiate and manage appropriate enforcement action for breaches of licence conditions, highway obstructions, illegal dumping of commercial waste and other regulatory non-compliance

- Support businesses to trade legally and successfully, promoting the benefits of licensed shop fronts, pavement licences, A-boards and parklets
- Protect and grow income for the Council through robust licensing, arrears management and commercial awareness
- Uphold Hackney's standards around safety, accessibility, sustainability, equality and public value

The role involves outdoor working across the borough and a varied shift pattern including evenings, weekends and public holidays to meet service requirements.

## **2. MAIN DUTIES AND RESPONSIBILITIES**

### **Working Pattern and Coverage**

1. Work a varied rota, typically between 7.00 am and 10 pm Monday to Sunday, including every Saturday and/or Sunday and occasional public holidays, to ensure an ongoing presence at key trading times.
2. Attend shop front, pavement licensed and al fresco trading sites during hours appropriate to each business to maintain a visible regulatory presence and to respond to issues in real time.

### **Licensing, Inspections and Compliance**

3. Complete licence application visits for shop fronts, pavement licences, A-boards and related public realm uses, ensuring all applications meet statutory, policy and public safety requirements before being recommended for approval, refusal or variation.
4. Undertake pre-trading, live-trading and post-trading inspections of licensed premises and structures, including Business Parklets and outdoor dining areas, ensuring compliance with licence conditions, public safety standards, equalities and accessibility requirements.
5. Carry out regulatory inspections, measurements and assessments for all pavement licence applications within agreed statutory timescales to prevent any licences being granted under tacit consent.
6. Make necessary, appropriate and proportionate decisions within the licensing framework for each licence type, recommending additional conditions or restrictions where necessary to safeguard public safety and amenity.
7. Monitor accessibility standards, pedestrian flows and safety risks, including in high footfall and night-time economy areas, and escalate serious or persistent breaches.

## **A-Boards, Commercial Parklets and Public Realm Activation**

8. Monitor and regulate the use of A-boards across the borough, ensuring all displays are appropriately licensed, safe, accessible and compliant with policy and highway requirements.
9. Take necessary enforcement action for unlicensed, unsafe or obstructive A-boards, including removal, issuing Fixed Penalty Notices (FPNs), warning letters, referral to the Officer Licensing Panel (OLP) and case preparation for prosecution as required.
10. Support the rollout and ongoing management of Business Parklets and other structures on the public highway, ensuring they are safely installed, maintained and operated in line with licence conditions, highway, accessibility and public realm standards.
11. Contribute to the delivery of wider public realm activation schemes, including al fresco dining zones and seasonal outdoor trading, by providing on-street oversight, advice and compliance monitoring.

## **Enforcement and Public Protection**

12. Enforce against a wide range of licence contraventions and offences, including breaches of shop front, pavement, A-board and parklet licence terms, illegal encroachment on the highway, fly-tipping of commercial waste, and other relevant breaches.
13. Prepare and issue FPNs, formal warnings, remedial notices and enforcement correspondence, ensuring all actions are proportionate, evidence-based and in line with Council policy.
14. Prepare case files, statements and evidence bundles for prosecution, including photographic evidence, witness statements and enforcement logs, and attend court as a witness on behalf of the Council when required.
15. Report suspected counterfeit goods and serious breaches of legislation, to Trading Standards, Police, Legal and other relevant services.
16. Ensure trading takes place in accordance with licences issued and legislative requirements, taking effective action to deal with illegal trading or unsafe activities both on the highway and on private land within 7 metres of the highway, where relevant.

## **Customer Service, Business Support and Engagement**

17. Act as the first point of contact on site for businesses, traders, residents and visitors regarding shop fronts, pavement licences, A-boards and Business Parklets.

18. Provide clear, accurate advice on licensing duties, processes, conditions and compliance requirements, taking a supportive and educational approach while maintaining firm regulatory standards.
19. Promote the benefits of shop front and pavement licensing, A-board licensing and Business Parklets through a consultative, business-support focused approach, helping businesses to grow within the regulatory framework.
20. Support businesses to resolve issues quickly and calmly, using negotiation and problem solving skills to de-escalate conflict and settle disputes on site wherever possible.
21. Advise businesses of their rental arrears or licence-related debts in line with the Council's arrears processes, taking payments where appropriate and initiating enforcement for non-payment in collaboration with the management team.

### **Complaints, Intelligence and Partnership Working**

22. Ensure all complaints, service requests and incidents are accurately recorded and logged in accordance with Council policies and procedures.
23. Support the gathering and sharing of intelligence and evidence for use by other regulatory services, including Licensing, Trading Standards, Environmental Health, Waste Services and the Police.
24. Work with internal and external partners including Markets and Street Trading, Licensing and Development, Indoor Market teams, Highways, Waste and Street Cleansing, TfL, and enforcement partners to maximise commercial opportunities, public safety and the quality of the public realm.
25. Provide supporting evidence, recommendations and reports for licensing variations and enforcement matters to be considered at the Officer Licensing Panel, and attend the Panel as an authorised officer providing statements and evidence as required.
26. Regularly update the wider service team on enforcement actions taken or pending, performance trends and emerging issues.

### **Data, Reporting and Digital Systems**

27. Maintain accurate, timely and comprehensive records of inspections, enforcement actions, complaints, licence visits, arrears and outcomes using the service's digital systems, CRM, enforcement databases and mapping tools.
28. Contribute to weekly, monthly and annual reporting, providing data and narrative on performance, compliance trends, income protection and risk.
29. Support the service's digital transformation by using tablets, online forms, photographs, GIS and other tools to capture and update information on site.

## **Service Development and Continuous Improvement**

30. Support the Shop Fronts Service Team Leader, Senior Shop Fronts Officer and Service Area Manager in identifying opportunities to grow income, improve compliance, enhance customer experience and develop new products such as Business Parklets and enhanced al fresco zones.
31. Contribute to the development, consultation and implementation of policies, procedures, terms and conditions and guidance relating to shop fronts, pavement licences, A-boards and Business Parklets.
32. Make suggestions and recommendations for service improvements based on on-street experience, feedback and emerging practice.
33. Assist in progressing projects and regeneration initiatives relating to shop fronts, pavement licences, street trading and associated public realm improvements.

## **General Responsibilities**

34. Promote and comply with the Council's Equality, Diversity and Inclusion and anti-racism commitments, ensuring services are accessible and responsive to all users and that all forms of discrimination are challenged.
35. Champion sustainability, accessibility and responsible use of the public highway in all areas of work.
36. Communicate in a way that meets the needs of a diverse audience and influences effectively.
37. Maintain an awareness of the organisational context and demonstrate commitment to the Council's values and behaviours.
38. Take ownership, alongside the Shop Fronts Service Team Leader, for your own learning and development, engaging in training, supervision and reflective practice to continuously improve skills and knowledge.
39. Undertake any other duties of a similar nature which may arise from time to time, commensurate with the grade and scope of the post.

# PERSON SPECIFICATION

## Skills, Abilities and Knowledge

1. Ability to carry out enforcement activities in a shop front, pavement licensing or similar public realm environment, including the issuing of FPNs and preparation of cases for prosecution.
2. Strong customer focus with excellent communication skills, both written and spoken, including the ability to communicate sensitively and confidently with a wide range of people at different levels.
3. Ability to work effectively as part of a team and across departments, building positive relationships with internal and external partners.
4. High level of flexibility, including the ability and willingness to work evenings, weekends and public holidays in line with service needs.
5. Ability to establish and use effective monitoring systems for day-to-day enforcement, compliance and performance tracking.
6. Knowledge, understanding and commitment to the Council's core values, objectives and equality duties.
7. Thorough understanding, or the ability to acquire a thorough understanding, of relevant legislation associated with shop fronts, markets, street trading and public realm management, including (for example) the London Local Authorities Act 1990, Business and Planning Act 2020, Levelling Up and Regeneration Act 2023 Highways Act 1980, Food Act 1984, Licensing Act 2003, Health and Safety legislation, and Environmental Health and Trading Standards frameworks.
8. Ability to effectively self-manage performance, work to strict, auditable guidelines and remain resilient in challenging situations.
9. Ability to produce concise, comprehensive and accurate reports, statements, letters and enforcement documents.
10. Ability to manage conflict and settle disputes in a public environment, using strong negotiation, persuasion and de-escalation skills.
11. Ability to demonstrate innovative thinking and problem solving in relation to new initiatives, complex cases and emerging public realm challenges.
12. Demonstrable desire to succeed in delivering high quality, visible frontline service.
13. Digital literacy, including the ability to use CRM systems, enforcement databases, tablets, email, online forms, mapping tools and standard office software.

## Values and Behaviours

1. Demonstrable personal and professional approach which generates credibility, respect and confidence among colleagues, senior officers, Members, businesses and external partners.
2. Commitment to public service, fairness, transparency and inclusivity in all dealings with businesses and residents.
3. Professionalism, integrity and consistency in decision making and enforcement activity.
4. Willingness to learn, adapt and contribute to a high performing, award-winning team.

**Desirable**

1. Experience working outdoors or across multiple sites in a regulatory, enforcement, markets, street trading, retail, hospitality or public realm environment.
2. A full clean driving licence for Category B vehicles with manual transmission.