

At the Liquor Control and Licensing Branch, we work hard to treat our clients fairly and to provide great client service.

We are pleased to offer the following service standards.

We will be available to provide information in a timely manner

- We will respond to or acknowledge requests for information within 14 business days.
- We will receive email, letters and telephone calls between 8:30 a.m. and 4:30 p.m., Monday through Friday (except holidays).
- Help and information is available by calling toll free to 1 866 209 2111
- Helpful information about liquor licensing is available on our website:
www.pssg.gov.bc.ca/lclb/

We will provide new licensees with the information needed to comply with liquor laws

- Percentage of new licensees who attend a presentation or receive information.

Our requirements are understandable and information is readily available

- Percentage of clients who report that it is easy to deal with Liquor Control and Licensing Branch staff.

We will increase our provision of 24/7 online access

- Percentage of licence transactions conducted online (we currently offer online renewals).

We will offer user-friendly online services

- Percentage of users that rate the online services we offer as “good”, “very good” or “excellent” (survey online service users).

We will ensure that the branch handles key licensing decisions quickly and efficiently

- Average time to issue or transfer a liquor licence.

We will ensure our financial transactions are completed in a timely manner

- We will process credit card refunds within 48 hours.

We will ensure that enforcement decisions are made in a timely manner

- Average time from a Contravention Notice to an enforcement decision by the Liquor Control and Licensing Branch General Manager.

We will make fair decisions

- Percentage of clients who report that we apply procedures, rules and policies fairly and consistently.