

## Customer First Analysis

### Revisions to Council's Pre-Planning Application Advice Protocol (Including Charges)

#### 1. Purpose

- What are you trying to achieve with the policy / service / function?  
To provide a value for money pre-application advice service to assist in the planning application process at pre-application stage.
- Who defines and manages it?  
Officers and Head of DM
- Who do you intend to benefit from it and how?  
Fee income and less time spent on negotiating subsequent planning applications
- What could prevent people from getting the most out of the policy / service / function?  
Cost
- How will you get your customers involved in the analysis and how will you tell people about it?  
Letters to agents and information displayed on the web site

#### 2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?  
Relative usage. Feedback from agents/applicants
- How satisfied are your customers and how do you know?  
Customer satisfaction survey sent out in 2011 and excellent results
- What existing data do you have on the people that use the service and the wider population?  
Database of applications and pre-app enquiries received including names and addressed
- What other information would it be useful to have? How could you get this?  
n/a
- Are you breaking down data by equality groups where relevant (such as by gender, age, disability, ethnicity, sexual orientation, marital status, religion and belief, pregnancy and maternity)?  
No
- Are you using partners, stakeholders, and councillors to get information and feedback?  
No – although information about the performance of the service is reported to Planning Committee

#### 3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?  
No although there are charges for pre-application advice – it is not a statutory requirement to provide pre-application advice

#### 4. Actions

- If the evidence suggests that the policy / service / function benefits a particular group – or disadvantages another - is there a justifiable reason for this and if so, what is it?

No evidence

- Is it discriminatory in any way?

No

- Is there a possible impact in relationships or perceptions between different parts of the community?

No

- What measures can you put in place to reduce disadvantages?

N/A

Do you need to consult further?

No

- Have you identified any potential improvements to customer service?

No

- Who should you tell about the outcomes of this analysis?

N/A

- Have you built the actions into your Business Plan with a clear timescale?

N/A

- When will this assessment need to be repeated?

Not necessary as fees to be increased in line with inflation every year. If staffing levels are reduced the pre-app protocol may need to be revisited

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**Service Area: Planning and Transportation**

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