

Customer First Analysis

Draft validation checklist for planning application and other application submissions

1. Purpose

- What are you trying to achieve with the policy / service / function?
To ensure that applicants and officers alike are clear about planning/other application submission requirements so that at submission stage as many applications as possible are validated expeditiously.
- Who defines and manages it?
Officers and Head of DM
- Who do you intend to benefit from it and how?
Applicants and the Council. Applicants will be clear about requirements and the Council will receive quality planning/other application submissions
- What could prevent people from getting the most out of the policy / service / function?
No barriers
- How will you get your customers involved in the analysis and how will you tell people about it?
Consultation letters to agents and information displayed on the web site

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
Fewer invalid planning application and less refusals of planning permission due to inadequate/insufficient information
- 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

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?

Six week consultation exercise proposed.

- Have you identified any potential improvements to customer service?

The new validation checklist will be an improvement particularly as it is proposed to split the checklists down by application type.

- 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?

No plans at this stage

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