

## **Customer First Analysis – Pre-application Advice Protocol and Lawful Development Certificates**

### **1. Purpose**

- What are you trying to achieve with the policy / service / function? **To provide planning application advice prior to submission in order to streamline the planning application process and to give customers some certainty from the point of view of likely outcome**
- Who defines and manages it? **The protocol is to be adopted by Cabinet and will be implemented/applied by officers**
- Who do you intend to benefit from it and how? **Whilst providing pre-application advice takes time it generally means that the LPA receives better quality application submissions.**
- What could prevent people from getting the most out of the policy / service / function? **Charges may be an issue for some but in the main spending some money up front and at pre-application stage could save money in the long run in terms of abortive costs (ie if the proposal is unacceptable) and less time negotiating/amending plans at planning application stage**
- How will you get your customers involved in the analysis and how will you tell people about it? **The protocol will be displayed on the internet. Agents will be sent a letter informing them of the changes.**

### **2. Evidence**

- How will you know if the policy delivers its intended outcome / benefits? **Fewer refusals, resubmissions and appeals and improved customer satisfaction.**
- How satisfied are your customers and how do you know? **Customers are very satisfied. A customer satisfaction survey was completed in 2011 and considered by Planning Committee. Customers were very satisfied with the pre-application advice service.**
- What existing data do you have on the people that use the service and the wider population? **We have a database of applicants and agents and an annual register of planning applications received.**
- What other information would it be useful to have? How could you get this? **None**
- 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? **Yes**

### **3. Impact**

- Are some people benefiting more – or less - than others? If so, why might this be? **It is possible that those with the ability to pay charges will benefit more in that they can obtain 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? **Pre-application advice does not have to be provided by the LPA. It is reasonable to charge for such advice as time spent on doing this (the service has limited resource) means that time is not spent dealing with planning applications, appeals and enforcement**
- 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? **Display all policies and development plans on the web site (PC is available in the Planning reception)**
- Do you need to consult further? **No**
- Have you identified any potential improvements to customer service? **Yes – the introduction of the revised protocol and use of lawful development certificates**
- 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? **No**
- When will this assessment need to be repeated? **12 months time**