

Planning and Regeneration

Consultation and Communication Strategy

Contents

1. Introduction

- 1.1 Overview of the Customer Services Project

2. Consultation, Engagement and Equalities

- 2.1 Development and Culture Directorate Evidence Base
- 2.2 Why Consult
- 2.3 What are we trying to
- 2.5 Who will we consult?
- 2.6 Customer/Stakeholder groups
- 2.7 What will we consult on?
- 2.8 How will we consult?
- 2.9 Consultation Methods
- 2.10 Reliability
- 2.11 How we will feedback the results
- 2.12 What will we do with the results
- 2.13 Beheard Database
- 2.14 Equality Analysis and Objectives

3. Customer Satisfaction

- 3.1 Satisfaction Surveys
- 3.2 Service Complaints
- 3.3 User Forums
- 3.4 Corporate Contact Centre Feedback
- 3.5 Mystery shoppers
- 3.6 Reviewing, monitoring and Continuous Improvement
- 3.7 Management Review Meetings

4. Communication

- 4.1 Internal - Inline
- 4.2 External - .gov

5. Customer Service Excellence

- 5.1 Overview
- 5.2 How does it work and what are the benefits?
- 5.3 The Customer Service excellence Standard

6. Reviews

- 6.1 Review of Consultation and Communication Strategy

1. Introduction

1.1 Overview of the Customer Services Project

Now that the new structure is in place, Planning and Regeneration need to move forward with the aspiration to become the best Planning and Regeneration Service in the country. A major part of this is to achieve best practice in dealing with our customers.

Customer Service Excellence has therefore become a "Key Priority" for the service and will be driven by the Customer Service Project Board. The project will help drive improvements to our service and monitor our achievements alongside developing good practice.

Key areas that will be addressed by the project will include

1. Consultation Strategies
2. Customer Satisfaction
3. Reviewing, monitoring and continuous improvement
4. Communication – Internally and Externally
5. Reward and Recognition
6. Training
7. The 5 key disciplines within the Customer Service Excellence award
 - Timeliness and Quality
 - The Culture and Organisation
 - Information and Access
 - Customer Insight
 - Delivery

2. Consultation, Engagement and Equalities

2.1 Development and Culture Directorate Evidence Base

The priorities and action included in this document are informed by evidence from the Directorates performance management work, consultation and engagement activity, surveys and evaluations and analysis of equality impacts.

2.2 Why Consult

Consultation, also known as public participation or engagement, is essential to make effective decisions.

- The guiding principle is proportionality of the type and scale of consultation to the potential impacts of the proposal or decision being taken.
- Key to this is understanding the effects of a proposal, and concentrating on real engagement with affected groups rather than following a set process.
- All consultations vary and each local consultation team is best placed to decide how to consult on its particular issue.

Most importantly, by law, we need to ensure that the Council engages and consults effectively with all sections of the community, including staff and voluntary and community organisations, affected by any decision.

Consultation and engagement of communities is already an integral part of the planning process and all area planning work. The Councils Statement of Community Involvement (SCI) sets out how we encourage people to participate in local area planning decision making.

Under the Local Government and Public Involvement in Health Act 2007, Best Value authorities (this includes Birmingham) are required to implement the Duty to Inform, Consult and Involve by April 2009. This has been introduced in an endeavour to embed a culture of engagement and empowerment and to widen and deepen the involvement of local communities in shaping our own futures. As an organisation, Birmingham will need to have key outcomes and measures in place across the board, which will be tested through the new Comprehensive Area Assessment (CAA) inspection processes.

The Corporate Policy and Performance Team have already developed guidance relevant to “Duty” – eg Share and Compare (which gives guidance on corporate data protocols). They are also producing practical guidance with regard to “Inform”, “Consult” and “Involve” and regarding minimum standards and good practice.

Aside from our statutory obligation identified about within the SCI, the need to consult with members of the public and customers and non-users is becoming more and more important with the onset of the above and therefore in Planning and Regeneration we are aware of the value of consultation and see it as an opportunity rather than simply a duty. There are a number of benefits to consultation:

- Encouraging our stakeholders to become more fully involved in the decision-making process
- Assisting decision-making about policies, priorities and strategies
- Targeting Planning Management services more closely to what people want, avoiding what they do not want
- Increasing responsiveness to Planning’s Contact Centre customer needs
- Improved take-up of services
- Potential problems with changes to services can be identified early
- Improving local democracy
- Improving the council image
- Improving community understanding of council work
- Generating new ideas
- Testing out proposed ideas before implementing them
- Monitoring quality of performance
- Promoting sustainability in improving existing services and introducing new ones
- Helping the community

With all of these in mind Planning and Regeneration will consult with stakeholders using a variety of tools and methods, appropriate to the needs of its customer groups on a range of topics and issues.

2.3 What are we trying to achieve

- We recognise the importance of carrying out consultation amongst customers and non-users wherever it is appropriate. This will make sure that services meet our customers needs and are delivered in the way that customers consider being appropriate.
- We need to identify consultation requirements as part of the business planning process.
- When taking decisions about service aims and the way that we deliver them, we need to take into account the views of our customers and other stakeholders, whether internal or external to the council.
- Any consultation exercise needs to be robust, follow best practice and be of the highest possible quality within available resources.
- We need to feed back the findings of all consultation to those who participated, as well as any action to be undertaken as a result.
- We need to keep local people informed of progress towards actions agreed as a result of consultation.

2.4 Values in consultation

To ensure consultation with customers and stakeholders is a meaningful experience, we have formulated some consultation standards. They are:

1. We will be clear about what we will consult with customers, stakeholders and providers on and when and how this will be achieved.

2. We will be aware of the limitations and constraints of any consultation exercise
3. We will ensure customers and stakeholders are clear about confidentiality

2.5 Who will we consult?

Aside from our statutory obligations Planning and Regeneration has a variety of stakeholder groups with which to consult. Due to the nature of the work we have both internal and external customer groups. Each group has different characteristics and so will need to be consulted with in different ways appropriate to their needs.

2.6 Customer/Stakeholder groups

Below are some of the main stakeholder groups that may be consulted. It is recognised however that these groups are not necessarily homogenous. Sub groups or smaller segments may exist within the main groups and measures will be taken during consultations to further identify the most appropriate means and tools to make consultation as effective as possible.

- Councillors
- Development industry
- Residents
 - Applicants
 - Objectors
 - Interested parties
 - Complainants
 - Offenders
 - Students
 - General public
- City Development services- internal customers
- User Forums
- Consultees
- Internal Council Colleagues
- Investors

In carrying out the requirement of the Duty, we must carefully consider who might be affected by, or be interested in, the function and ensure any information; consultation or involvement opportunity effectively reaches the relevant parts of the community. This will probably necessitate engaging with a diverse range of groups, some of which can often be marginalized or vulnerable. Some Third Sector organisations can be an asset in assisting the Council to reach out to marginalized groups by providing expertise and specialist knowledge in, for example, framing questions and advising methods

2.7 What will we consult on

We will consult with customers and stakeholders on:

- Service reviews
- Planning for the future
- Service improvements
- Prioritisation of future developments
- Service performance
- Timeliness and Quality
- The Culture and Organisation
- Information and Access
- Customer Insight
- Delivery

2.8 How will we consult?

There are a wide variety of tools, which will be used, depending on the topic for consultation and the stakeholder groups to be consulted. Additionally, the method of consultation will be chosen depending on the type of information we need to elicit from it, for example quantitative data requiring facts and figures or more qualitative information understanding what people think. In addition to the proactive consultation methods employed, we will also use reactive tools to collect customer views and comments, including complaints, letters and emails.

2.9 Areas of Consultation

Below lists the areas in which we have engaged, the frequency of that consultation, the methodology, feedback mechanisms and analysis. This will updated as new surveys evolve.

| Area | Consultation areas | Method | Frequency of Survey | Analysis | Feedback Mechanism |
|--------------------------|---|-----------------------|---|--|---|
| Planning Applicants | Satisfaction levels New services Performance levels | Questionnaire by post | Ongoing – letters generated weekly based on the previous weeks decisions | Quarterly by the Business Improvement team | .Gov Plasma Screen Directors (Annually) |
| Enforcement Offenders | Customer Satisfaction New services Performance levels | Questionnaire by post | Ongoing – letters generated monthly based on the previous months cases being closed | Quarterly by the Business Improvement team | .Gov Plasma Screen Directors (Annually) |
| Enforcement Complainants | Customer Satisfaction New services Performance levels | Questionnaire by post | Ongoing – letters generated monthly based on the previous months cases being closed | Quarterly by the Business Improvement team | .Gov Plasma Screen Directors (Annually) |
| Enquiries – Fast Track | Customer Satisfaction New services Performance levels | Survey Monkey | Ongoing – link sent out weekly based on the previous weeks enquiry | Monthly by the Business Improvement Team | .Gov Plasma Screen Directors (Annually) |
| Planning Online | | SOCITM Survey | Ongoing | 6 monthly by the corporate web team | .Gov Plasma Screen Directors (Annually) |
| Internal Staff | Service Charter Business Processes | Mystery Shopping | On a need by need basis | On a need by need basis | Directors (Annually) |
| Enquiries – General | Customer Satisfaction New services Performance levels | TBC | TBC | TBC | TBC |
| Duty Planner | | TBC | TBC | TBC | TBC |
| Investors | Customer Satisfaction New services Performance levels | TBC | TBC | TBC | TBC |
| Householder Agents | Satisfaction levels New services Performance levels | TBC | TBC | TBC | TBC |
| Non Householder Agents | Satisfaction levels New Services Performance Levels | TBC | TBC | TBC | TBC |

The main consultation methods which will be used, are:

- Internal customer interviews and focus groups
- External customer questionnaire survey
- Survey Monkey
- Mystery Shopping
- User Forums

These methods represent the most effective, value for money way to gain information from a variety of customer groups.

Internal Consultation - Staff Interviews

Questionnaires have been attempted in the past with internal customers and this has met with limited success due to the low return rate and the necessity to have only a few questions in order for staff to take the time to complete the questionnaire. Face-to-face interviews will be with staff for no longer than 20 minutes and will be conducted with different levels of staff. Areas such as the Planning and Regeneration Enquiry Centre will be addressed allowing staff to raise any issues, which arise and require further investigation. Staff will then be invited to take part in a one-off focus group to be discussed in more depth. The interviews with internal customers will be carried out with 5% of the total population of the possible customers and the sample will be randomly selected.

External customer questionnaire survey

Due to the large population size of customers for Planning and Regeneration customer satisfaction surveys have been deemed to be the most appropriate method for consulting with the general public. Surveys allow the gathering of information on the types of customers, their needs and wants as well as their thoughts and feelings on the service and its staff. Satisfaction surveys and who our target audiences are will be reviewed annually

Survey Monkey – Online Survey method

This method is new to us and will be piloted on the Enquiries Team.

Mystery Shopping

It is widely recognised that Mystery Shopping helps Local Government measure and monitor the satisfaction of service users. Poor levels of service damages customer satisfaction and can spread negative perceptions about Local Government services. Mystery Shopping explores the actual customer experience at a moment in time. It provides unique ways of measuring performance against set standards and identifies strengths and weaknesses. It provides a powerful tool for service managers by highlighting areas requiring improvement. Mystery Shopping can be done in a number of ways e.g. in person, by telephone, by letter. This method is new to us and will be piloted on the Enquiries Team.

User Forums

Both user forums: the Planning Management and Householder user forums meet on a quarterly basis with a pre-agreed agenda and are very useful consultation groups.

Both user forums comprise of representatives ranging from the following areas as well as being chaired by an external customer:

- Regular agents operating in the area
- Planning Aid (Not Householder)
- Local solicitors (Not Householder)
- Legal representatives (Not Householder)

Further information including the Terms of Reference and methodologies employed are included in the Appendices 1 and 2

2.10 Reliability

We will ensure that the consultations are as representative as possible, ensuring reliable data. By adopting robust methodologies we aim to reduce potential biases in the results and in the selection of the samples being surveyed.

2.11 How we will feedback the results

We will ensure the best possible levels of inclusion ensuring that the results of any consultation exercise will be fed back to the consultees. The stakeholders who took the time to participate or respond will be informed how their views and involvement have affected the decision. The methods used to feedback will largely depend on the stakeholder group involved in the consultation. We will ensure that the right method for feeding back is chosen, to ensure the best possible levels of inclusion. Results will be published honestly and highlight where we can improve as well as where we have done well.

This is not an exhaustive list, but some of the methods to feedback include:

| | |
|---|--|
| <ul style="list-style-type: none">• Council's Internet Pages• Councils Intranet pages (for internal consultees)• Leaflets• Publications• Posters• Council Committee meetings | <ul style="list-style-type: none">• Displays• Media articles• Forums• Meetings• Newsletters• Plasma screen in Reception• Internal meetings |
|---|--|

2.12 What we will do with the results

All of the results will be evaluated by the responsible team/officer. These results will be considered when planning follow on or future communication or activity. Any lessons learned and good practice will be shared via the Be Heard Consultation Database. All the results will be treated in the strictest confidence and will be not shared with any third parties.

2.13 Be Heard Database

This is a corporate database that will house all past, current and future consultation initiatives carried out by Birmingham City Council and Be-Birmingham organisations/partners. The database is a user friendly web based tool that will encourage joint working and vastly improve the sharing of information and resources between the Council and its partner organisations when consulting with members of the public. It will also help to avoid duplication and over consultation of the public. It will also be used as a monitoring tool for Birmingham City Council and ultimately generate the usual consultation plan. Access to Be Heard is <http://beheard.birmingham.gov.uk> All the results will be treated in the strictest confidence and will be not shared with any third parties.

2.14 Equality Analysis and Objectives

Promoting equality and tackling inequalities is at the heart of the Councils current goals. Planning and Regeneration have a representative on the Directorates Equalities, Consultation and Engagement Steering group. This group provides the opportunity to share best practice and learn from experience. This group has facilitated the integration and embedding of consultation and equalities in the work of the Directorate. There are a number of officers within Planning and Regeneration who have undertaken Equalities Analysis training. This training will help officers inform others on how to complete equality analyses as well as contributing towards project plans and task groups.

The legislative background has also changed during this time. The Public Sector Equality Duty came into force in September 2011, and requires local authorities to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.

- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

The new duty covers the following eight protected characteristics: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and `sexual orientation.

3. Customer Feedback

Formal surveys are not the only way we learn what our customers think of the services we provide. This section identifies other feedback mechanisms including liaison meetings with the Corporate Contact Centre colleagues, User Forums, mystery shoppers, Councillors and service complaints.

3.1 Satisfaction Surveys

An effective customer satisfaction survey program focuses on measuring customer perceptions of how well we deliver on key critical areas of the service, these include factors like service promptness, staff responsiveness, and understanding of the customer's problem all of which form part of our Charter. Developing a customer satisfaction programme is not just about carrying out a survey. Surveys provide the reading that shows where attention is required but in many respects, this is the easy part. Very often, major long lasting improvements need a fundamental transformation, probably involving staff training or cultural change. The result should be financially beneficial with less customer dissatisfaction, stronger reputation, and happier staff. The implications of customer satisfaction surveys go far beyond the survey itself and will only be successful if fully supported.

Section 2.9 demonstrates our areas for consultation using satisfaction surveys as a method for consultation.

Appendix 1 – Planning Applicants Survey

Appendix 2 - Enforcement Customer Service

3.2 Service Complaints

The analysis of service complaints enables us to identify issues which will benefit other customers. Analysis of our Stage 1 complaints (where officers have resolved a problem for a customer without the customer having to write in formally to us) also enables us to identify everyday, 'quick fix' issues which will benefit other customers.

3.3 User Forums

All user forums are attended by senior officers who

3.4 Corporate Contact Centre feedback

Regular meetings with colleagues in customer services will ultimately create feedback. This will be generated from those advisors providing advice to planning and regenerations customers via the contact centre

3.5 Mystery shoppers

It is widely recognised that Mystery Shopping helps measure and monitor the satisfaction of service users. Poor levels of service damages customer satisfaction and can spread negative perceptions. Mystery Shopping explores the actual customer experience at a moment in time. It provides unique ways of measuring performance against set standards and identifies strengths and weaknesses. It provides a powerful tool for service managers by highlighting areas requiring improvement. Mystery Shopping can be done in a number of ways e.g. in person, by telephone, by letter.

3.6 Reviewing, monitoring and Continuous Improvement

Ultimately customer feedback will feed into an Outcomes and Actions Plan which will be driven by the Business Improvement Team. An example of what the action plan will look like is attached as Appendix 3.

The Outcomes and Action Plan will be updated by the Business Improvement Team following the analysis of each survey, when service complaints have been responded to, when comments from other feedback channels are received. These will then be monitored to identify trends with the potential for service improvements as and when necessary.

The key outcomes of the Outcomes and Actions Plan will be included in the annual customer feedback and performance report, which will in turn be published to the web and on the departments plasma screen.

3.7 Management Review Meetings

An annual meeting will be held with senior managers to endorse areas of performance, quality, satisfaction, outcomes and reviews. Each year around September a report will be prepared detailing the following:

- i. Performance – The current performance levels compared with previous years. Areas for improvement will also be addressed
- ii. Review Targets – All areas of Planning and Regeneration are driven by targets eg. Responding to enquiries within 10 working days. This meeting will drive forward change and recommendations in terms of challenging targets.
- iii. Customer feedback which include Satisfaction Survey Outcomes
- iv. Your Views – Annual report on the your views process, to include complaints, comments and compliments
- v. Satisfaction ratings – A current level of satisfaction for either a good or very good overall service has been set at 90%. This meeting can look at current levels and ascertain if levels need to be amended and report on any actions to be taken.
- vi. Outcomes and Actions from customer feedback

4. Communication

4.1 Internal - Inline

One of the outcomes from a recent staff survey highlighted an issue regarding communication and the inability to locate documents such as charters. As a consequence of this a communication plan has been established and it has been agreed that inline will be the main repository for communicating information to staff.

- Key Documents – to include Charters
- Staff Magazine
- Team profile pages
- Projects to include Customer Services
- Service Improvements
- Learning and Development

4.2 External - .gov

One of the outcomes from a recent staff survey highlighted an issue regarding communication and the inability to locate documents such as charters. As a consequence of this a communication plan has been established and it has been agreed that .gov will be the main repository for communicating information to our customers.

- Customer Charters
- Information Leaflets
- Satisfaction surveys
- Service Improvements

5. Customer Service Excellence

5.1 Overview

The Government wants services for all, that are efficient, effective, excellent, equitable and empowering – with the customer always and everywhere at the heart of service provision. With this in mind Customer Service Excellence was developed to offer services a practical tool for driving customer-focused change within their organisation. The foundation of this tool is the Customer Service Excellence standard which tests in great depth those areas that research has indicated are a priority for customers, with particular focus on delivery, timeliness, information, professionalism and staff attitude. There is also emphasis placed on developing customer insight, understanding the user's experience and robust measurement of service satisfaction.

5.2 How does it work and what are the benefits?

Customer Service Excellence is designed to operate on three distinct levels:

- As a driver of continuous improvement - By allowing organisations to self assess their capability, in relation to customer focused service delivery, identifying areas and methods for improvement
- As a skills development tool - By allowing individuals and teams within the organisation to explore and acquire new skills in the area of customer focus and customer engagement, thus building their capacity for delivering improved services
- As an independent validation of achievement - By allowing organisations to seek formal accreditation to the Customer Service Excellence standard, demonstrate their competence, identify key areas for improvement and celebrate their success.

5.3 The Customer Service excellence Standard

The Customer Service Excellence standard aims to make a tangible difference to service users by encouraging provider organisations to focus on their individual needs and preferences. Planning and Regeneration have to be annually assessed against set criteria of the standard by a certified body. The five criteria of Customer Service Excellence are outlined below.

Customer Insight - Effectively identifying your customers, consulting them in a meaningful way and efficiently measuring the outcomes of your service are a vital part of this approach. It's not just about being able to collect information; it's about having the ability to use that information.

The Culture of the Organisation - Is challenging for an organisation to build and foster a truly customer focused culture. To cultivate and embed this there must be a commitment to it throughout an organisation, from the strategic leader to the front-line staff.

Information and Access - Customers value accurate and comprehensive information that is delivered or available through the most appropriate channel for them. Putting your customer first can be an important step towards providing effective communications.

Delivery - How you achieve your business aims, the outcomes for your customers and how problems are managed can determine your organisation's success. Listening to your customers views about the service provided can be just as important as achieving key performance targets. Comments, feedback and complaints from customers can help you to make vital adjustments to the way your organisation runs which can support better delivery.

Timeliness and Quality of Service - The promptness of initial contact and keeping to agreed timescales is crucial to your customer's satisfaction. However speed can be achieved at the expense of quality, therefore the issue of timeliness has to be combined with quality of service to ensure the best possible result for customers.

6. Reviews

6.1 Review of Customer service Project Terms of Reference

This document was approved by Senior Managers in 2012 and will be reviewed annually using the following mechanisms:

- Management Review Meeting
- Householder User Forum
- Planning and Regeneration User Forum
- Planning Management Team

ApplicationType – Customer Satisfaction

Your Ref: AgenttRef

Date: LetterDate

Applicant

ApplicantAddress

Application Number:

ApplicationNumber

Please quote this number whenever you contact us about this application. For more information please contact:

 **planning
direct****0121 303 1115**Email us at planning.enquiries@birmingham.gov.uk

Dear Sir / Madam

Site: CSV_SiteAddress**Proposal:** DevDescription

I am writing to you following a recent decision made by the Council on the above application.

To help us monitor and make improvements Planning and Regeneration welcome customer feedback about our service. Disregarding the outcome of the above application, would you please spend a few minutes completing our customer service questionnaire set out on the reverse of this letter.

Any information you provide will only be used for service monitoring and will not be used outside of Planning and Regeneration. Please return this questionnaire using the following freepost address. Freepost RSXB-ATZL-RTHU, Planning and Regeneration Customer Satisfaction, Birmingham, B1 1TU. Completed questionnaires will be entered into a 6 monthly prize draw.

The analysis and outcomes from the completed customer questionnaires will be published annually on our website www.birmingham.gov.uk/planning

Thank you for sparing the time to complete our customer service questionnaire

Yours faithfully



Waheed Nazir, Director of Planning and Regeneration

| | | |
|--|---|--|
| 1. Did you feel sufficiently informed about our service before making an application? | Yes <input type="checkbox"/> | |
| | No <input type="checkbox"/> | |
| 2. How did you access this information? You can select more than one option? | Website <input type="checkbox"/> | |
| | Telephone <input type="checkbox"/> | |
| | Visit <input type="checkbox"/> | |
| | Other (Please state) <input type="checkbox"/> | |
| 3. Did you use our free pre application advice service, if no, please explain? | Yes <input type="checkbox"/> | |
| | No <input type="checkbox"/> | |
| 4. How would you rate the quality of the pre application advice we provided? | Very Good <input type="checkbox"/> | |
| | Good <input type="checkbox"/> | |
| | Satisfactory <input type="checkbox"/> | |
| | Poor <input type="checkbox"/> | |
| 5. Did you have any contact with the Planning Officer during the processing of your application, if no, please explain? | Yes <input type="checkbox"/> | |
| | No <input type="checkbox"/> | |
| 6. How would you rate the overall professionalism of the Planning Officer? | Very Good <input type="checkbox"/> | |
| | Good <input type="checkbox"/> | |
| | Satisfactory <input type="checkbox"/> | |
| | Poor <input type="checkbox"/> | |
| 7. Did you use our Planning Direct Contact Centre? (303 1115) | Yes <input type="checkbox"/> | |
| | No <input type="checkbox"/> | |
| 8. If yes to 7, how would you rate the quality of the Planning Direct Contact Centre service? | Very Good <input type="checkbox"/> | |
| | Good <input type="checkbox"/> | |
| | Satisfactory <input type="checkbox"/> | |
| | Poor <input type="checkbox"/> | |
| 9. Did you have any reason to contact the department during the lifetime of your application? if yes how did you contact us? | No <input type="checkbox"/> | |
| | Email <input type="checkbox"/> | |
| | Telephone <input type="checkbox"/> | |
| | Letter <input type="checkbox"/> | |
| 10. If yes to question 9 do you think that this was dealt with quickly and efficiently? If no please explain why? | Yes <input type="checkbox"/> | |
| | No <input type="checkbox"/> | |
| 11. How would you rate our overall service? | Very Good <input type="checkbox"/> | |
| | Good <input type="checkbox"/> | |
| | Satisfactory <input type="checkbox"/> | |
| | Poor <input type="checkbox"/> | |
| 12. Do you have any suggestions for improving the service we provide? If yes please explain, use a separate sheet if required. | Yes <input type="checkbox"/> | |
| | No <input type="checkbox"/> | |

Customer Satisfaction Survey

Your Ref:

Date: Friday 2nd March 2012

Complainants Name

Complainants Address

Site Address Here.....

Dear Sir / Madam

I am writing to you following the closure of a recent Planning Enforcement Investigation of which you notified us of the issue.

To help us monitor and make improvements Planning and Regeneration welcome customer feedback about our service. **Disregarding the outcome of the above case**, would you please spend a few minutes completing our customer service questionnaire set out on the reverse of this letter.

Any information you provide will only be used for service monitoring and will not be used outside of Planning and Regeneration. Please return this questionnaire using the following freepost address. Freepost RSXB-ATZL-RTHU, Planning and Regeneration Customer Satisfaction, Birmingham, B1 1TU or email it to planningandregenerationenquiries.gov.uk

The analysis and outcomes from the completed customer questionnaires will be published annually on our website www.birmingham.gov.uk/planning

Thank you for sparing the time to complete our customer service questionnaire

Yours faithfully



Waheed Nazir, Director of Planning and Regeneration

| | | |
|---|---|--|
| 1. Before you made your complaint, did you feel sufficiently informed about our service and what you could expect | Yes No | <input type="checkbox"/> <input type="checkbox"/> |
| 2. How did you access this information in relation to the enforcement service? You can select more than one option? | Website Telephone Visit Other (please state) | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 3. Did we meet your expectations in terms of delivering the enforcement service? If no please explain why we did not meet your expectations in relation to the following: <ul style="list-style-type: none"> • The Enforcement Charter • Timeliness of responses • The Enforcement Process • Understanding the outcome of the complaint | Yes No | <input type="checkbox"/> <input type="checkbox"/> |
| 4. Did you have any reason to contact the department during the lifetime of this case? if yes how did you contact us? | Email Telephone Writing | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 5. Did you use our Planning Direct Contact Centre? (303 1115) | Yes No | <input type="checkbox"/> <input type="checkbox"/> |
| 6. How would you rate the quality of information provided to you by the Planning Direct Contact Centre service? | Very Good Good Satisfactory Poor N/A | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 7. Did you have any contact with the Enforcement Officer during the processing of this case? | Yes No | <input type="checkbox"/> <input type="checkbox"/> |
| 8. How would you rate the overall professionalism of the Enforcement Officer in the following areas If you answered satisfactory or poor to question 8 please explain further in relation to the following: <ul style="list-style-type: none"> • Telephone • On site • Response times • Other | Very Good Good Satisfactory Poor | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 9. How would you rate our overall service? | Very Good Good Satisfactory Poor | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 10. Do you have any suggestions for improving the service we provide? If yes please explain, use a separate sheet if required. | Yes No | <input type="checkbox"/> <input type="checkbox"/> |

Customer Satisfaction Survey

Your Ref:

Date: Friday 2nd March 2012

Offenders Name

Offenders Address

Site Address Here.....

Dear Sir / Madam

I am writing to you following the closure of a recent Planning Enforcement Investigation.

To help us monitor and make improvements Planning and Regeneration welcome customer feedback about our service. **Disregarding the outcome of the above case**, would you please spend a few minutes completing our customer service questionnaire set out on the reverse of this letter.

Any information you provide will only be used for service monitoring and will not be used outside of Planning and Regeneration. Please return this questionnaire using the following freepost address. Freepost RSXB-ATZL-RTHU, Planning and Regeneration Customer Satisfaction, Birmingham, B1 1TU or email it to planningandregenerationenquiries@birmingham.gov.uk

The analysis and outcomes from the completed customer questionnaires will be published annually on our website www.birmingham.gov.uk/planning

Thank you for sparing the time to complete our customer service questionnaire

Yours faithfully



Waheed Nazir, Director of Planning and Regeneration

| | | |
|---|---|--|
| 1. Did you make enquiries with our service prior to carrying out the alleged works that were the subject of this case? | Yes No | <input type="checkbox"/> <input type="checkbox"/> |
| 2. If yes to question 1, how did you do this and what advice did you receive. (You can select more than one option) | Website Telephone Visit Other (please state) | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 3. If you answered No to question 1 please explain further | | |
| 4. Did we meet your expectations in terms of delivering the enforcement service? If no please explain why we did not meet your expectations in relation to the following: <ul style="list-style-type: none"> • The Enforcement Charter • Timeliness of responses • The Enforcement Process • Understanding the outcome of the complaint | Yes No | <input type="checkbox"/> <input type="checkbox"/> |
| 5. Did you have any reason to contact the department during the lifetime of this case? if yes how did you contact us? | Email Telephone Writing | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 6. Did you use our Planning Direct Contact Centre? (303 1115) | Yes No | <input type="checkbox"/> <input type="checkbox"/> |
| 7. How would you rate the quality of information provided to you by the Planning Direct Contact Centre service? | Very Good Good Satisfactory Poor N/A | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 8. Did you have any contact with the Enforcement Officer during the processing of this case? | Yes No | <input type="checkbox"/> <input type="checkbox"/> |
| 9. If yes to question 8, how would you rate the overall professionalism of the Enforcement Officer in the following areas If you answered satisfactory or poor to question 8 please explain further in relation to the following: <ul style="list-style-type: none"> • Telephone • On site • Response times • Other | Very Good Good Satisfactory Poor | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 10. How would you rate our overall service? | Very Good Good Satisfactory Poor | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 11. Do you have any suggestions for improving the service we provide? If yes please explain, use a separate sheet if required. | Yes No | <input type="checkbox"/> <input type="checkbox"/> |

Terms of Reference

Householder User Forum

The Householder User forum provides an opportunity for closer working for mutual benefit and provides the chance for agents to influence and comment upon proposed service improvements.

Objectives

- To provide a forum for two-way discussion of service issues, subjects and new initiatives between Officers of BCC and agents operating in Birmingham
- To provide an opportunity for agents to provide feedback on service improvements and suggest future improvements
- To provide an opportunity for agents to have issues raised for discussion

Stakeholders

- Officers from BCC involved in dealing with householder planning applications
- Agents who regularly submit householder planning applications

Scope

- The focus of activity will be on service improvement and the improvement of customer services
- The forum shall not discuss individual submitted planning applications
- The forum will operate as a consultative group from which appropriate suggestions and ideas may form part of future changes and improvements to the service. The decisions for service improvement will rest with the service

Operation

- The Forum will meet on a 6 monthly basis. Additionally, meetings may be convened for specific issues.
- Membership of the forum will be limited to 12 agents or less and will rotate on a bi annual basis.
- An agenda and papers will be circulated in advance of each meeting
- The agenda of the Forum meetings shall be structured according to subject or work and all members of the forum may request items to be included on the agenda.
- Agenda items should be forwarded not less than two weeks in advance of the meeting to the Office Coordinator, Planning Management
- The Forum shall be chaired by an elected non Council member
- Minutes shall be circulated within one week of the meeting
- Meetings will normally last no longer than 2 hours.

Sub-groups and ad hoc groups

- Ad hoc groups may be established for specific issues with the agreement of the forum
- Sub-groups may be established at the request of the Forum to cover Forum matters targeting a particular set of topics

Terms of Reference

Planning and Regeneration User Forum

The Planning and Regeneration User Forum will provide an opportunity for closer working for mutual benefit and provide the chance for developers and other stakeholders to influence and comment upon proposed service improvements.

Objectives

- To provide a forum for discussion of service issues, subjects new initiatives and between Officers of BCC, major developers and other stakeholders operating in Birmingham
- To provide an opportunity for major developers and other stakeholders to provide feedback on service improvements and suggest future improvements
- To provide an opportunity for developers to have issues raised for discussion by the forum

Stakeholders

- Officers and Planning Managers from BCC involved in dealing with non householder type planning applications
- Representatives from the development industry and their agents
- Representatives from local community and interest groups

Scope

- The focus of activity will be on service improvement and the improvement of customer services
- The forum shall not discuss individual planning applications
- There are no decision making powers granted to the forum. Any decisions for service improvements will rest with the service. However, where appropriate comments and ideas from the forum may form part of future changes and improvements

Operation

- The Forum will meet on a quarterly basis. Additionally, meetings may be convened for specific issues
- An agenda and papers will be circulated in advance of each meeting
- Membership of the forum will be limited to approximately 22 members and will rotate on a bi annual basis
- The agenda of the Forum meetings shall be structured according to subject or work and all members of the forum may request items to be included on the agenda
- Agenda items should be forwarded not less than two weeks in advance of the meeting to the Office Coordinator, Planning Management
- The Forum shall be chaired by an independent chair
- Minutes shall be circulated within one week of the meeting
- Meetings will normally last no longer than 2 hours

Sub-groups and ad hoc groups

- Ad hoc groups may be established for specific issues with the agreement of the forum
- Sub-groups may be established at the request of the Forum to cover Forum matters targeting a particular set of topics

