

# Development Management Service

## Customer Feedback Review and Action Plan

From Customer Survey August 2016 and Corporate Complaints 2015/16

Reference	Proposed action	When
1	Q1,2,3 Customer type, application type and frequency Higher number of respondents (87) compared to 2015 (53) and reminder email sent to urge responses seemed to work so run future surveys in same way. Stop the ongoing survey monkey sent out with decisions	2017 Oct 16
2	Q4 Agree/disagree with following statements: Given correct advice Reasons for decision Staff professional, knowledgeable, friendly & polite Positive feedback which is an improvement on 2015 survey and borne out by the comments made (see below) Encourage staff to continue the good work to further improve figures for next year	Dec 16
3	Q4 Agree/disagree with following statements: Kept informed about progress Queries dealt with promptly Results slightly worse than last 2015 Action required to ensure officers keep customers informed even if there is nothing to report Ensure all telephone enquiries are responded to within 5 working days Ensure all officers use Out of Office & VM messages are used correctly	Dec 16 Dec 16 Dec 16
4	Q5 If a pre-app agree/disagree with the following statements: Given the advice I needed Recommendations were clear Positive feedback on pre-apps and a slight improvement on 2015 Encourage staff to continue the good work and further improve figures for next year	Dec 16
5	Q5 If a pre-app agree/disagree with the following statements: Received in a timely fashion Results slightly worse than last 2015 Action required to ensure officers keep to agreed timescales and effective use and explanation to customers of Extn of Time if necessary Will change wording on next survey to 'received within agreed target time'	Mar 17 Summer 2017
6	Q6 Have you submitted a planning application as a result of the pre-application advice you received 45% (30) had not ,while 55% (36) had Further analysis of pre-app responses to see if it is preventing poor applications from coming forward and being refused, as well as improving the quality of the subsequent applications	Dec 16
7	Q7 Customer Satisfaction figure 69% (23% dissatisfied) Improvement on last survey (2014) where it was 66%. Actions implemented on getting decisions / responses out in time and responding to enquiries quicker should continue to improve customer satisfaction	See 3 above

Reference	Proposed action	When
8 Q9 If you have made multiple applications in the last three years, please state whether the following have got better, worse, stayed the same Advice & help Information on progress Promptness of query responses Clarity of reasons Fairness Professionalism, knowledge, politeness	Much higher proportion of customers who felt the service had improved since the last survey in 2015, indicating that service is on the right track. Importantly customers feel that the fairness with which they are treated is 10% better and clarity of reasons for decisions are improved by 9% Refer to actions above to improve timeliness of response and promptness of responding to enquiries	Brief staff on good results  See 3 above
9 Survey Comments received	Of 47 issues raised 11 were about delays and 13 about lack of updates and officer inaccessibility – actions in row 3 above Tone of the comments was far more favourable than the last survey with 11 compliments and 7 positive suggestions – circulate to staff Number of incorrect statements indicates that customers are not always aware of or understand the planning process eg that the parish council determine applications or that Prior Notifications are the same as full applications and the same procedures apply (they do not) Remind staff to actively check understanding with customers Action to reduce and simplify web site eg infographics	See 3 above  Oct 16  Dec 16 Mar 17
10 Review of Corporate Complaints received in Development Management 2015/16	Of 31 Corporate Complaints received in 2015/16, 7 were upheld or partially upheld. The areas for improvement that were identified and have been acted upon as a result are: <ul style="list-style-type: none"> <li>• Additional monitoring of enforcement cases to reduce risk of delays following the issue of notices and follow up action plus relevant staff training</li> <li>• Effective use of Extension of Time procedure backed up with appropriate correspondence with the customer</li> <li>• Effective proactive communication with customers where delays are likely</li> <li>• Ensure clarity of responsibility with PINS regarding site notices on appeals</li> <li>• Reminders sent to all staff re appropriate processing of contributions</li> </ul> Good news is that compliments far outweigh the complaints indicating that more customers are happy with the service they received than not.	All actions completed