

Annex B

Our Vision for the Service

Customers

- Processes will be designed to improve timeliness of decision making, with the needs and expectations of the customer at the forefront of our minds.
- Technology will be utilised as much as possible to drive efficiencies by automation of processes, maximising use of the information on our website and facilitating self-service to avoid unnecessary contact.
- We will make use of the Customer Contact Centre for lower level enquiries where possible.
- We will endeavour to keep customers informed on the progress of their applications in more detail and via self service where this is possible.
- We will continue to adopt a positive and proactive partnership approach towards applications.
- We will continually review the fees that we charge for our services to ensure that the right fees are in operation and reflect the level of service that we are providing.

Members

- We will endeavour to keep members engaged and informed on applications within their wards and within the borough as a whole. We will look to drive efficiencies by creating access to information for members via self service channels.
- We will continue to support the important work of the Planning Committee but at the same time look to remove any unnecessary administration involved in this process to keep cost levels down.

Staff

- We recognise that our staff are a valuable asset and that there is a nationwide shortage of experienced officers. We will utilise the skills and ideas put forward by staff to continually review processes and to ensure that they are fully engaged with the ongoing development of the service.
- Given the difficulties in recruitment and the level of resource within the team it is imperative that we remove as many non-value added tasks in order to free up officer time to concentrate on the complex and decision making areas of the work.