

Place Scrutiny Committee	
Portfolio	Cabinet Member for Economic Regeneration
Area for Scrutiny	Business Friendly Planning
Link to Council Plan	<p>The Local Planning Authority's work provides the legislative and strategic framework for delivering the Council Plan (2013-16) priorities.</p> <p>The Council Plan Local Priority 2 "Regeneration, skills and employment" seeks to enable young people and adults to maximise their capabilities, by focusing on the creation of an environment that supports businesses and attracts new industries to provide apprenticeships and jobs for local people.</p> <p>Council Plan Local Priority 7 "Community Council, people being served better" seeks to give local people customer friendly and responsive services, a borough where people enjoy greater choice and flexibility to access high quality council services.</p> <p>By providing advice to businesses on investment proposals and assisting them through the regulatory process all aids the regeneration and inward investment into the borough ensuring the retention of existing employment and the creation of new jobs.</p> <p>We wish to strength our partnerships with businesses (existing and new) to improve service provision and provide customer oriented, focused and tailored support and guidance.</p>
Context	<p>The service has been transformed over the last few years in terms of systems and processes and we have moved from paper records to 100% electronic working.</p> <p>Application history and advice is available 24/7 via the web site and we provide a duty officer service 9-5 and free pre application advice at the point of service for all customers.</p> <p>However, many businesses have little contact with or understanding of the planning process; and are unaware of the services we can provide and the need for certain statutory approvals when setting up or seeking to expand businesses.</p>
Rationale	<p>The strategic focus of the Council Plan and the Local Plan documents is to create a sustainable, self sufficient borough by increasing inward investment, jobs, and provide high quality housing that meets the needs of all tenures and incomes located within a green and pleasant environment.</p> <p>To do this the planning service needs to be seen as "business friendly", "open for business" and here to support investment and regeneration.</p> <p>The LPA already provides a range for services, all of which can be tailored to the customer's needs but this does need to be more widely marketed and further engagement with the customer is required to agree their priorities and future service needs.</p>

<p>What are we asking from the Scrutiny Committee?</p>	<p>The Scrutiny Committee will be asked to consider a variety of ways of improving and engaging with business. Key stakeholders will be identified which will be influential in driving service improvements and achieving our long term objectives of inward investment.</p>
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