

WYRE FOREST DISTRICT COUNCIL**CABINET**
21st SEPTEMBER 2010**Building Control Marketing Strategy 2010-2013**

OPEN	
SUSTAINABLE COMMUNITY STRATEGY THEME:	A Better Environment
CORPORATE PLAN AIM:	Improved Health and Wellbeing
CABINET MEMBER:	Councillor S J M Clee
DIRECTOR:	Director of Planning and Regulatory Services
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APPENDICES:	Appendix 1 – Building Control Marketing Strategy <i>The appendix to this report has been circulated electronically and a public inspection copy is available on request. (See front cover for details.)</i>

1. PURPOSE OF REPORT

- 1.1 To seek Members' approval for the Building Control Marketing Strategy 2010-2013.

2. RECOMMENDATION

The Cabinet is asked to **DECIDE** to:

- 2.1 **Adopt the Building Control Marketing Strategy 2010-2013.**

3. BACKGROUND

- 3.1 The Building Control Service, unlike other service areas, operates in a competitive market in competition with the private sector and as such must seek to actively promote their services. The Service is required to ensure that, taking one financial year with another, chargeable income, as nearly as possible, equates to the chargeable costs incurred. This requirement was first introduced by the Government in 1999 at which time local charge setting was first introduced. Since then any small surplus made has been re-invested in the form of service improvements where possible. Only rarely have the local charges had to be increased to counter a potential year end deficit. Projected income and profiles are closely monitored throughout the year so that any potential need for charges to be adjusted is identified as early as possible.
- 3.2 It is important that the Building Control Service has a clear view of how it sees itself in the market place and where it wishes to position itself in the future. In short, the Service has to operate not only in accordance with the Business Plan and Level of

Service Agreement, but it is also acknowledged that a Marketing Strategy is necessary to refine and target effort and resource allocation.

- 3.3 On 1st October 2010, The Building (Local Authority Charges) Regulations 2010 come into force, replacing previous Regulations regarding setting of fees. At the July Cabinet meeting, a report on this matter was considered and the model scheme agreed as the basis for the setting of fees in Wyre Forest.
- 3.3 The attached Marketing Strategy (*Appendix 1*) is a revision of the 2007-2010 Strategy and represents a realistic means of achieving service aims and objectives over the next 3 years.
- 3.4 As the Service operates within a dynamic environment, the Strategy has to evolve with the building market and customer expectations. It is therefore time limited and will continue to be subject to regular review.

4. KEY ISSUES

- 4.1 The Building Control Service operates within a competitive market place. There is a need for a robust and flexible marketing strategy to enable the Service to compete successfully for business, against an ever increasing threat from private sector competition.

5. FINANCIAL IMPLICATIONS

- 5.1 The Building Control Marketing Strategy is important in ensuring that Council secures its market share and is able to balance its trading account for this service.

6. LEGAL AND POLICY IMPLICATIONS

- 6.1 There are no legal implications arising from this Strategy.

7. EQUALITY IMPACT NEEDS ASSESSMENT

- 7.1 An Equality Impact Assessment screening has been undertaken in respect of the proposed Building Control Marketing Strategy 2010 - 2013, which identified that there are no discernable adverse impacts on the six equality strands.

8. RISK MANAGEMENT

- 8.1 A risk assessment schedule of key objectives within the Strategy has been undertaken, as set out in Appendix 1, within the Marketing Strategy.

9. CONCLUSION

- 9.1 This revised Building Control Marketing Strategy is a necessary update of the previous Strategy and will provide the Team with a clear view of its position within the market place over a 3 year period.

10. **CONSULTEES**

10.1 None.

11. **BACKGROUND PAPERS**

11.1 Building Control Marketing Strategy 2007-2010