

**Agenda Item No. 9.1, Appendix 2
Issue 3 September 2010**

Marketing Strategy

Action	Current Achievement	Target	Time Scale	Monitor	Respbl officer
To maximise the use of Information Technology	<ul style="list-style-type: none"> • Facility for electronic plan submission • IT strategy established in tandem with corporate policy • Remote working software installed 	<ul style="list-style-type: none"> • To promote and encourage more use of system through staff and customer training • To make progress towards paperless office / home working • To maximise the use of the Worcestershire Hub 	12 – 18 Months	No of electronic submissions	IM/PW
			12 months	Annual	ALL
			1 - 2 years	Report to DMT	ALL
To maximise contacts within the construction industry	<ul style="list-style-type: none"> • Service letters sent re: identified planning applications and permissions • Contact database established • Focus group established 	<ul style="list-style-type: none"> • To achieve early contact with potential customers using the Development Team Approach. Monitor and update information sent out • To re-establish links with lost customers • To develop a plan and schedule for contacts • To develop input and analyse output from focus group meetings 	Continuous	Market Share	IM
			Continuous	Potential Customer Response	ALL
			Jan 2011	Potential Customer Response	IM
			Every 12 months	Building Control User Surveys	JB/IM
To explore the development of a customer / service matrix	<ul style="list-style-type: none"> • Example Matrix being discussed in conjunction with WFDC IT section 	<ul style="list-style-type: none"> • To establish a matrix as a tool for providing specific market information and trends 	Autumn 2011	Report To Development Manager	IM
To promote customer awareness of service	<ul style="list-style-type: none"> • Twice yearly newsletter • Advice leaflets • Seminars • Web site 	<ul style="list-style-type: none"> • To increase content • To increase the number of advice leaflets by 2 per annum • To provide a seminar each year for our contacts (county basis) • To develop website content 	Continuous	Customer feedback	IM/AF
			Continuous	Customer Update	IM/AF
			Continuous	Customer Participation and feedback	IM/PW
			Continuous	Monitor usage and feedback	RB/AF

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To promote the Development Team Approach to potential and existing customers	<ul style="list-style-type: none"> DTA practice note developed and DC leaflet no.12 published 	<ul style="list-style-type: none"> To develop formal arrangements for Building Control involvement 	April 2011	Report to DMT	JB
To measure service performance against the DSA Quality Performance Matrix	<ul style="list-style-type: none"> Existing score 71.5% 	<ul style="list-style-type: none"> To achieve a score of 72.5% To achieve a score of 74%-78% 	March 2011 2013	Quarterly reports to Development Manager on Performance standards	IM
To maintain ISO 9001 accreditation	<ul style="list-style-type: none"> 6 monthly external reviews 	<ul style="list-style-type: none"> To achieve re-registration 	November 2010	Through achievement and successful continuous assessment	IM/PW/BC IM/PW/BC
To limit the decrease in the market share of the commercial sector	<ul style="list-style-type: none"> 77% Local Authority market share 	<ul style="list-style-type: none"> To capture 80% market share of commercial sector 	April 2010 - March 2013	6 monthly report to Development Manager	ALL
To increase market share in housing sector	<ul style="list-style-type: none"> 79% Local Authority Market Share 	<ul style="list-style-type: none"> To capture 80% – 85% Local Authority Market Share 	April 2010 – March 2013	6 monthly report to Development Manager	ALL
To maintain current market share in domestic (Schedule 2) sector	<ul style="list-style-type: none"> 99.6% Local Authority market share 	<ul style="list-style-type: none"> To maintain 99% - 100% market share 	April 2010 – March 2013	6 monthly report to Development Manager.	ALL