

**REPORT TO: DUNDEE, PERTH, ANGUS AND NORTH FIFE
STRATEGIC DEVELOPMENT PLANNING AUTHORITY
JOINT COMMITTEE MEETING ON 18th FEBRUARY 2015**

REPORT ON: CUSTOMER SURVEY FEEDBACK

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REPORT NO: SDPA02-2015

1.0 PURPOSE OF REPORT

1.1 This report summarises the feedback from the TAYplan Customer Experience Survey that was carried out in November/December 2014.

2.0 SUMMARY

2.1 As part of its commitment to improve customer experience TAYplan ran a Customer Experience Survey that ran from 18 November to 8 December 2014. This followed on from the Main Issues Report consultation. The questionnaire offered respondents the chance to score TAYplan on how well they felt methods of engagement work, what they think could work better in future and also about how they think their comments are taken into account.

2.2 Some of the questions will be used in future surveys to provide a comparison where as other questions focused specifically on evaluating the Main Issues Report consultation.

2.3 There were 33 responses from a variety of backgrounds ranging from members of the public, to businesses, community councils and government bodies. The majority of responses are positive, but the survey also suggests the need to improve communication with our 'less technical audience'. Many of the methods currently used to engage with people are supported for use in the future.

3.0 RECOMMENDATION

3.1 It is recommended that the Joint Committee:

- a) Note the contents of this report

4.0 FINANCIAL IMPLICATIONS

4.1 No financial implications arising.

5.0 CUSTOMER EXPERIENCE SURVEY

5.1 A copy of the questionnaire form is attached to this report at Appendix 1. More detailed analysis of each question is contained in Appendix 2.

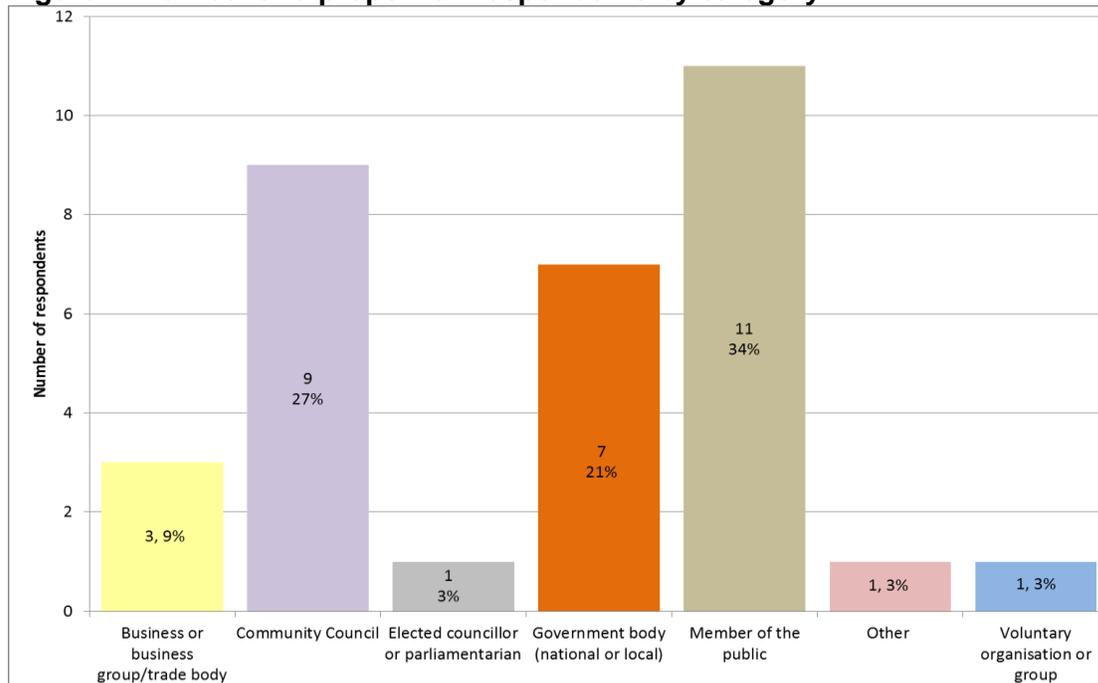
The survey (18 November to 8 December 2014)

- Respondents could choose which questions to answer and which not to.
 - Respondents scored various methods of engagement or TAYplan's performance from 1 to 10 where 1 is poor and 10 is excellent.
 - Other questions asked for choices from model answers.
 - Respondents could also choose 'other' and specify.
 - Respondents were offered the opportunity to explain their answers further if they wished.
- 5.2 TAYplan wrote to all community councils, elected councillors and parliamentarians and emailed all those who are registered on our customer database inviting them to participate in the customer survey.
- 5.3 The survey was hosted electronically on the TAYplan portal with a direct link from the home page of the TAYplan website. Paper and word copies could also be completed. Of the 33 responses 30 were completed online.

6.0 RESPONDENTS

6.1 The survey was anonymous but respondents were asked to categorise themselves. There was a mix of respondents with the majority being with community councils, members of the public and government bodies (national or local). This mix provides a good cross section of customer feedback.

Figure 1: Number and proportion respondents by category



7.0 ISSUES RAISED

Scoring performance

- 7.1 The survey specifically asked respondents to rate the following using a score of 1 to 10 where 1 is poor and 10 is excellent:
- How well they think TAYplan keeps them informed.
 - How helpful they feel the information is that they receive or use (Letters, Newsletters, Website, Twitter, Phone, Email, other).
 - How useful methods were for helping them understand and/or comment on the Main Issues Report (2014) (online response forms, online response portal, TAYplan team support and assistance, community drop-in events, display material, leaflets, other).
 - How methods of engaging should be used in the future (Community drop-in events, schools workshops, youth events, roundtable discussions, others).
- 7.2 In all four instances the responses were largely positive with scores of 6 or higher. However there were scores of less than less than 5, including some of 2 and of 1 (poor) in almost all instances.
- 7.3 The detailed analysis presented in Appendix 2 reveals that there is broad satisfaction amongst the technical audience, those for whom planning or related disciplines are their day to day activity. For community councils and members of the public there is a more distinct split with some scoring highly and some scoring low.
- 7.4 There is also a consistency between low scores and where the respondent references specific issues that they do not feel have been taken on board or a policy approach that they do not support.

Information received and how comments considered

- 7.5 Two questions provided model answers and asked respondents to choose those they thought appropriate. They could also specify another factor. These questions covered:
- How well people felt they were kept informed about TAYplan's work and when they could actively participate (not enough, about right, too much, a mixture – sometime too much and sometimes not enough, something else).
 - How much difference people thought their comments had made
 - They could see the difference in TAYplan's work
 - They could see that their comments were taken on board even if it hadn't led to the change they wanted
 - They could not tell what difference it had made
 - They did not think their comments had been considered
 - Sometimes their comments made a difference and sometimes not
 - Something else
- 7.6 Most respondents felt that the level of information was 'about right'. However, about half of the members of the public that responded said that there was not enough consultation. Of those who elaborated the issues raised related to perception of decisions made by national politicians or referenced specific

- infrastructure projects or a Strategic Development Area which the respondent opposed.
- 7.7 There were also comments made by those who work more closely with TAYplan suggesting more focussed working with specific partners for detailed issues in future, as this had been successful where it did happen.
- 7.8 Most respondents also felt that comments they made had influenced TAYplan's work or that they could see that these had been considered, even if they had not led to the change that was sought. These views were particularly prevalent amongst Government bodies (national and local). This is perhaps to be expected as this group are very closely involved with the preparation of the plan.
- 7.9 Far more respondents that were community councils, business or members of the public either could not tell what difference their comments made or felt that sometimes they made a difference and other times they did not. Just under one third of members of the public did not think that their comments had been considered at all.
- 7.10 Again the nature of these comments illustrates a split in the audience between those who are 'technical audience' and the 'less technical audience'. Of the less technical audience there are those who feel engaged and those who do not. Some of the comments provided relate to specific points that the respondents feel have not been properly addressed or have been addressed in a way that they do not support.
- 7.11 There were some suggestions that TAYplan's approach has been ageist because of the focus on young people.

8.0 HOW TO IMPROVE

- 8.1 The split in the types of answer and the response groups making them, as well as specific comments made, show the breadth of audience that TAYplan is seeking to engage with. This variations presents challenges for communication.

Communicating with different audiences

- 8.2 There is clearly a technical audience for whom planning issues are routine. It is also clear that even despite strong efforts some of the 'less technical audience' still find the engagement process challenging to understand.
- 8.3 Over the last year or more TAYplan has been working hard to present information in simpler and easy-to-understand ways, including through graphics. There is more that can be done to assist in this and doing so helps all audiences.
- 8.4 More regular reporting of work activity and future work may assist some of those who are not clear about processes. In particular this may be of assistance immediately after consultations end to ensure continued openness and to provide people with a helpful explanation of what is going to happen next.

Methods of engagement

- 8.5 There has been clear support for the continuation of community drop-in events. Although there has been some criticism there is general support for the value of these as a method of engagement. However, it is also important that these events can be resourced and are appropriate to the nature of the engagement. For example the Main Issues Report is a consultation process to help as many people as possible have the opportunity to shape the content and structure of the Plan. The Proposed Plan period for representations is to help people understand the Proposed Plan so that they can either support it or seek a change. The emphasis of these two engagement periods is different.
- 8.6 There are some improvements that can be made to TAYplan's online systems to make them easier to follow and use. However, there is also a balance between ensuring that the responses are in a format that is easy to analyse but that there is freedom to comment and raise issues of legitimate concern. Not everybody favours online systems, however they do speed up the procedural elements of the development plan system and reduce the cost, resource and environmental impacts of such exercises.
- 8.7 TAYplan made significant efforts to engage with young people. There has been some criticism that this is ageist. However, this work was deliberately designed to redress the balance rather than create any imbalance. It was clear from the previous Plan preparation that most respondents were aged 40 or over. However this does raise the point that it is important to ensure that all age groups are able to participate.

Impact of comments

- 8.8 Some respondents are not clear how their comments have been taken into consideration. TAYplan reads in full and considers all responses it receives. However, it will always be the case that some responses will raise issues that are not strategic in significance, are not planning related or which are not supported. This does not mean that TAYplan has not listened or considered the response, but it may mean that some respondents are disappointed that they have not been successful in influencing the outcome they wanted to see.
- 8.9 It is clear though that providing more information to those who respond to a consultation or equivalent exercise immediately afterwards would be beneficial. This could be a newsletter or letter/email correspondence thanking them for their comments and explaining what happens next. This is particularly important because this customer questionnaire took place prior to the release of TAYplan's response to comments raised at Main Issues Report stage. Therefore for some it would be genuinely unclear how their comments have been considered. This may also prompt thinking about the timing of future customer surveys.

Key areas for improvement

- 8.10 There are many opportunities to improve how TAYplan engages with its customers. Although this report has focused on the issues to resolve, it should be noted that the methods used are broadly welcomed and this is also reflected in the Scottish Government's review of Strategic Development Plans and the recent Scottish Quality in Planning Award.

- 8.11 This customer survey reveals three key areas for improvement:
- Better communication of key messages with recognition of the different and varied audiences with an interest in TAYplan.
 - Continued use of the methods previously used to engage but with a strong emphasis on how information is communicated to make the customer experience easier.
 - Writing to respondents and providing information soon after consultation events to help people understand what is happening, the next steps and how their comments are being considered.
- 8.12 The TAYplan Manager will implement these improvement actions to assist in improving the customer's experience.

9.0 CONSULTATIONS

- 9.1 The Treasurer and Clerk to TAYplan, the Director of Communities Directorate, Angus Council, The Director of City Development, Dundee City Council, Executive Director of Environment, Enterprise and Communities, Fife Council and the Executive Director (Environment), Perth & Kinross Council have been consulted and are in agreement with the contents of this report.

Pamela Ewen
Strategic Development Planning Authority Manager
4th February 2015

Appendix 1: Customer Experience Survey 2014

Questionnaire

Question 1. I am responding as a...

	Please tick one
Member of the public	
Business or business group/trade body	
Voluntary organisation or group	
Community Council	
Elected councillor or parliamentarian	
Government Body (national or local)	
Other – please specify _____	

Question 2. How well do you feel that TAYplan keeps you informed about our work?

Please score us by ticking below where 1 is the worst score and 10 is the best score.

Score	1 (poor)	2	3	4	5	6	7	8	9	10 (Excellent)
Keeping you informed about our work										

Question 3. How helpful is the TAYplan information that you receive or use?

For those you use please score us by ticking below where 1 is the worst score and 10 is the best score.

Score	1 (poor)	2	3	4	5	6	7	8	9	10 (Excellent)
Letters										
Newsletters										
TAYplan Website										
Twitter										
Phone										
Email										
Other (please specify)										

If you would like to tell us more about your answers in Question 3, please do so here...

Question 4: Do you think we tell you enough to keep you informed about what we are doing and stages when you can actively participate?

	Please tick one of these
Not enough	
About right	
Too much	
A mixture - Too much on some things and not enough on others	
Something else (please tell us about this below)	
No comments on this question	
If you would like to tell us more about your answers in Question 4, please do so here...	

Question 5: Are there any things that we have not engaged you on that you think we should have done?

Please write your response to Question 5 here...
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Question 6: If you have contacted TAYplan or responded to one of our consultations what difference do you think your comments made to our work?

	Please tick any that apply
My comments have made a difference and I can see this in TAYplan's work	
I can see that my comments have been taken on board, even if they have not led to the change I wanted	
I cannot tell what difference my comments have made	
I do not think my comments have been considered at all	
Sometimes my comments make a difference but other times they don't	
Something else (please tell us in the box below)	
No comment on this question.	

If you would like to tell us more about your answers in Question 6, please do so here...
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We would like to know how you found the consultation on the TAYplan Main Issues Report that ran from April to June 2014.

Question 7. How useful did you find the following things in helping you to understand and/or respond to the TAYplan Main Issues Report consultation?

For those relevant to you please score us by ticking below where 1 is the worst score and 10 is the best score.

Score	1 (poor)	2	3	4	5	6	7	8	9	10 (Excellent)
Online response forms										
TAYplan Online response portal										
TAYplan team support and assistance										
Community drop-in events										
Display material										
Leaflets										
Other (please specify)										

If you would like to tell us more about your answers in Question 7, please do so here...
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Question 8. We have used several ways of engaging with people and organisations. How would you rate the methods below as ways of engaging in the future?

For those you use please score us by ticking below where 1 is the worst score and 10 is the best score.

Score	1 (poor)	2	3	4	5	6	7	8	9	10 (Excellent)
Community Drop-in events										
School workshops										
Youth events										
Roundtable discussions										
Other (please specify)										

If you would like to tell us more about your answers in Question 8, please do so here...

Question 9. If TAYplan could do anything differently to improve our customer relations, what do you think this would be?

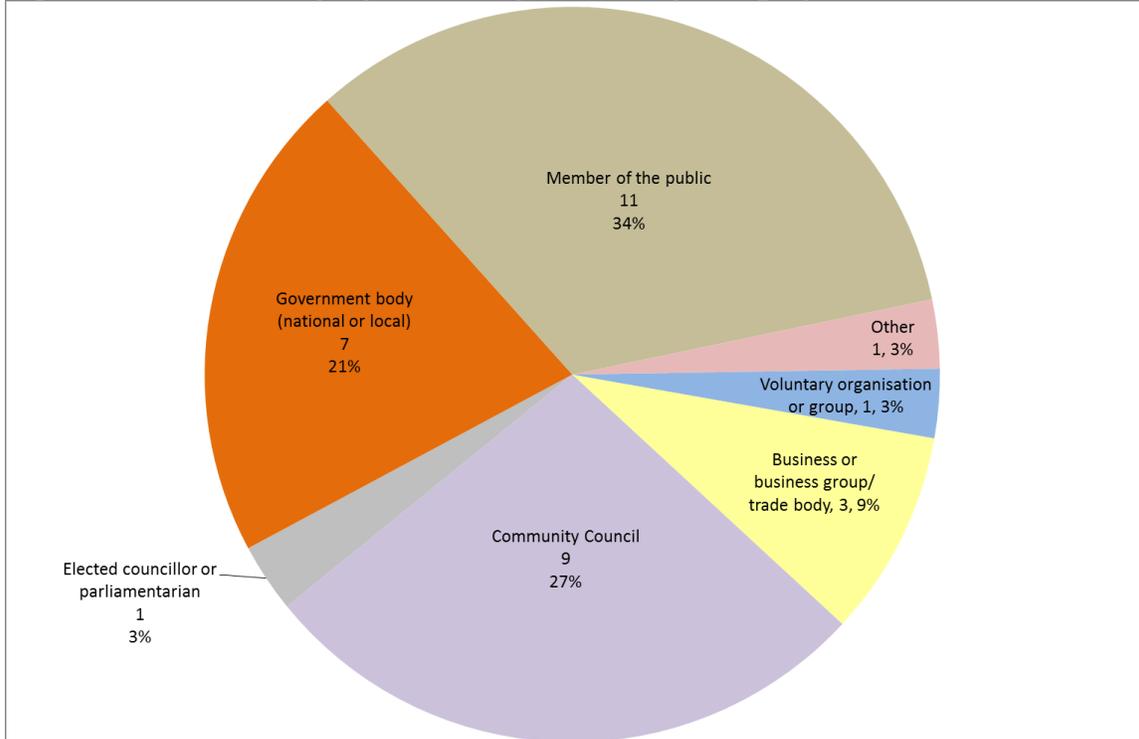
Please write your answer to question 9 here...

Appendix 2: Analysis of the Responses to the TAYplan Customer Experience Survey (2014)

1.0 QUESTION 1 RESPONDENT PROFILE

1.1 There was a broad mix of respondents with most of the 33 responses being from community councils, members of the public and government bodies (national or local):

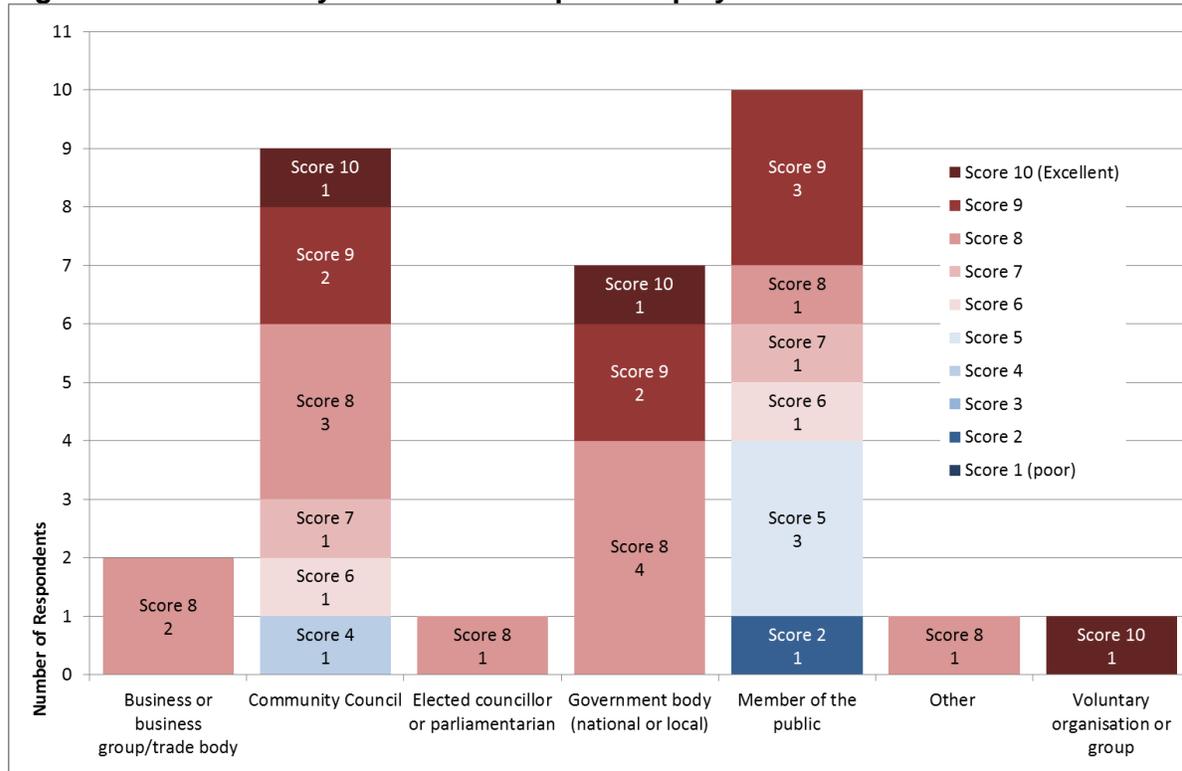
Figure 1: Number and proportion respondents by category



2.0 QUESTION 2: HOW WELL TAYPLAN KEEPS PEOPLE INFORMED

2.1 The respondents were asked to score how well they feel that TAYplan keeps them informed about our work. A score of 1 is poor and a score of 10 is excellent. The majority of responses were positive. Those scoring poorly on this matter were from some members of the public and a community council.

Figure 2: How well do you feel that TAYplan keeps you informed about our work?



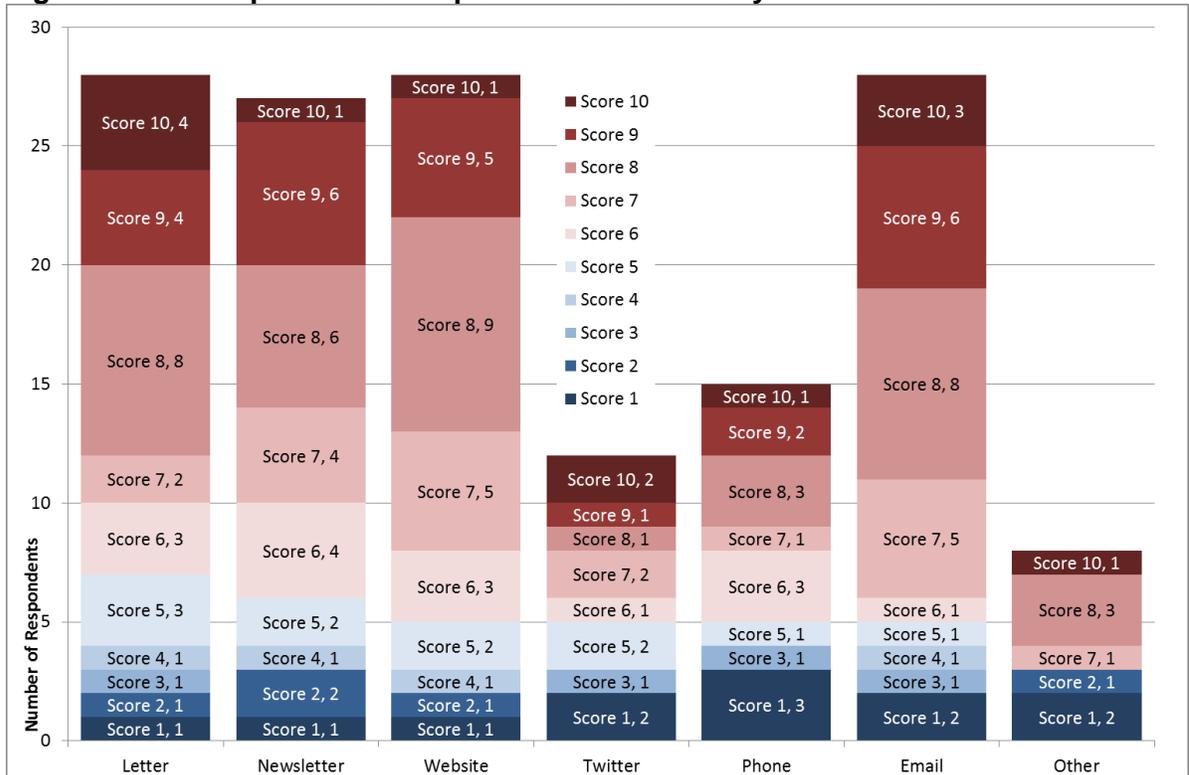
3.0 QUESTION 3: HOW HELPFUL IS THE TAYPLAN INFORMATION PEOPLE USE AND RECIEVE

3.1 TAYplan asked how helpful the information is that is either received by or used by the respondents based on several different media used for the information (see Figure 3 below). Some respondents chose the category 'other' and specified events and exhibitions, general meetings and small working groups and allowing responses to specific parts of TAYplan. Respondents were asked to score these from 1 (poor) to 10 (excellent).

3.2 The majority of responses are high scoring; these came from business, community councils, voluntary organisations, elected councillors/parliamentarians, members of the public and government bodies. There are also a notable proportion of lower scores. These came from members of the public, one community council and one 'other'.

3.3 This shows significantly differing views between different members of the public and different community councils. It also suggests the strongest satisfaction amongst the technical or corporate focused respondents.

Figure 3: How helpful is the TAYplan information that you receive or use?

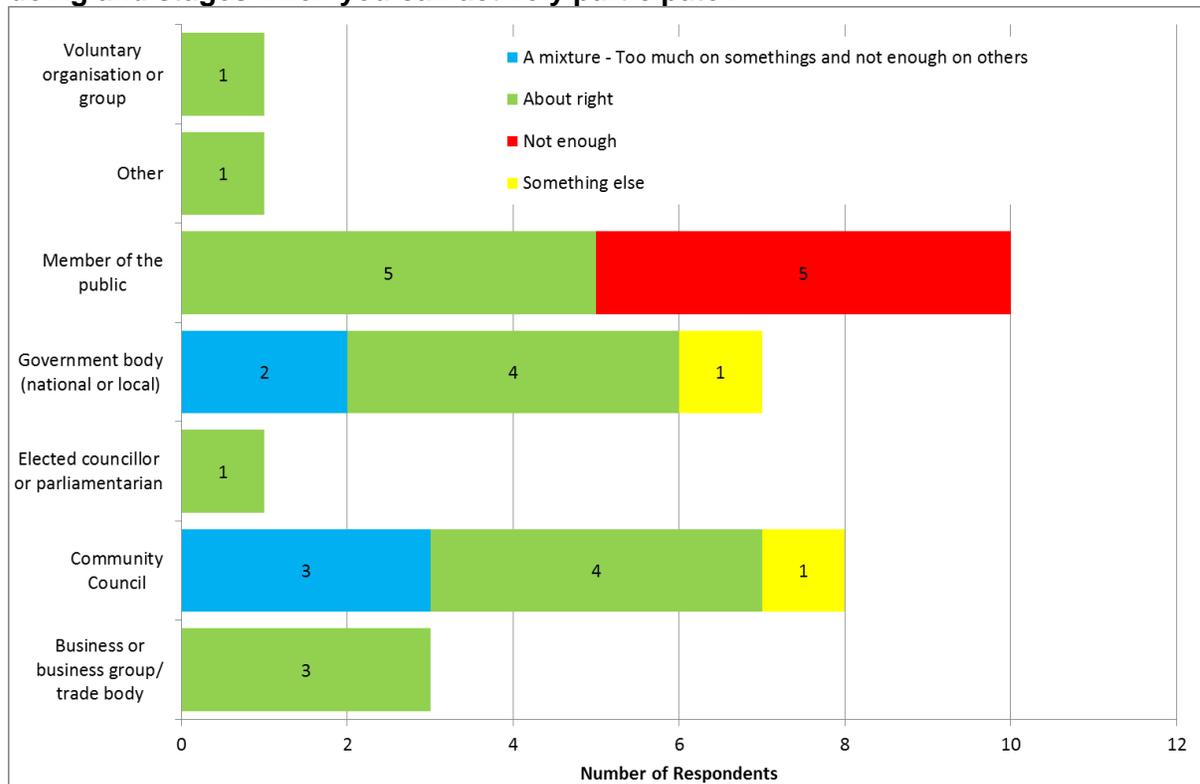


- 3.4 In addition to the scoring TAYplan also asked those who wished to explain more about their reasons for these answers. This showed for example that some respondents scored some media lower because they do not use it and focus on other media. Some community councils note that the volume and technicality of the information means it takes time to sift through and is not always easy to understand. Another however, considers this to be informative. This illustrates some of the challenges associated with tailoring material for different audiences.
- 3.5 Some members of the public comment that staff are always helpful on the phone and value face to face contact. A government body values small group working that takes place with partners.
- 3.6 Some members of the public make very specific comments on particular issues. One considers that city-regions are a flawed concept. Another opposes one of the Strategic Development Areas in the approved TAYplan (2012). Another suggests that there has been no response to their assertion regarding protection of prime agricultural land.
- 3.7 Some of the these issues will be dealt with through the Proposed Strategic Development Plan as particular policy responses and are not necessarily illustrative of the quality of the information provided.

4.0 QUESTION 4: DOES TAYPLAN TELL PEOPLE ENOUGH TO KEEP THEM INFORMED ABOUT WHAT IT IS DOING AND WHEN THEY CAN PARTICIPATE

4.1 Respondents were then asked choose between several statements about how well TAYplan keeps them informed and offered the chance elaborate. They could also choose 'other'.

Figure 4: Do you think we tell you enough to keep you informed about what we are doing and stages when you can actively participate?



4.2 The majority of respondents overall, and the majority in almost every category of respondent considered this to be 'about right'. One community council remarked that this was very comprehensive and very informative.

4.3 Responses from members of the public were split equally between those who considered this to be 'about right' and those who felt it was 'not enough'. Of those considering there was not enough several points were made:

- One suggested that no reasons were given for why certain proposals are made;
- One suggested that only prescribed responses are allowed and cite this questionnaire as an example; and,
- One specifically notes their interest in the proposed new crossing of the River Tay to link the A9 and A94.

4.4 No respondents considered that there was 'too much'. However, some community councils and government bodies felt that there was 'too much on

some things and not enough on others'. The following specific points were made by community councils:

- Information is not always geared to the level of local communities;
- It would be beneficial if the key stages were highlighted a bit more.

Government bodies value being part of a wider team but felt that larger group discussions can use up valuable time which could be used more constructively.

- 4.5 Of those who chose 'something else' a government body specified 'more specific consultation' to explore the transport implications of the changes and additions to the Strategic Development Plan. A community council responding 'something else' did not specify what this was but considered there to be 'too much on some things and not enough on others'.

5.0 ARE THERE ANY THINGS THAT TAYPLAN DID NOT ENGAGE ON BUT PEOPLE THINK IT SHOULD HAVE

- 5.1 This question specifically sought written answers. A number of respondents from different categories including Community Councils, Government bodies and Members of the Public did not feel there was anything that TAYplan did not engage on but should have done. A government body notes its satisfaction with the engagement and working arrangements. However, one community council comments that it doesn't really know what TAYplan should be engaging on.

- 5.2 A business/business group/trade body considers that there could be more emphasis on transport connections and other related infrastructure challenges to development and the Private Rented Sector.

- 5.3 Some members of the public raise the following specific points:
- The Main Issues Report was by definition a pre-selected set of issues that excluded others.
 - There has been no indication as to what is planned.
 - The question of bypasses, raising specific issue of safety and the need for greater co-ordination between local and national bodies and individuals to address problems.
 - No response has been received to my submission.
 - There appears to be an attempt to engage the public within Tayside area, but in the final analysis we get what developers and planning think we should have and not what the people need.
 - Another referred to their earlier comments relating to prime agricultural land and a specific Strategic Development Area.

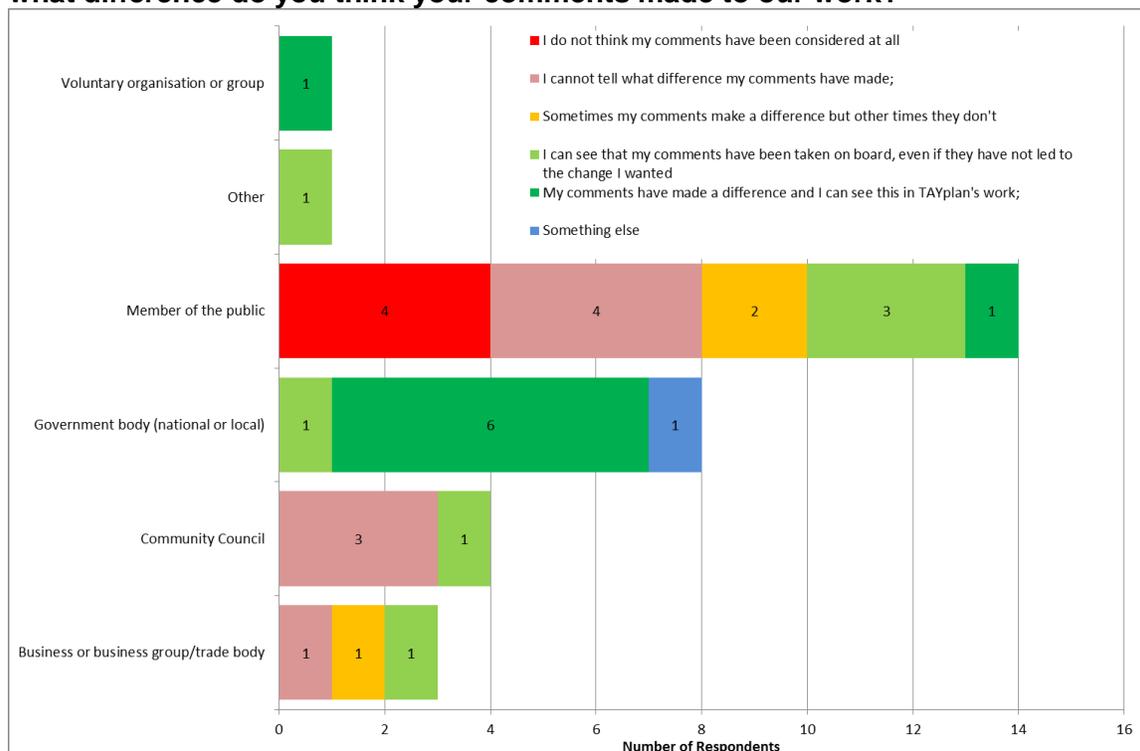
- 5.4 It is important to clarify matters on one of the points raised because the Main Issues Report is a pre-selected set of issues and does exclude some issues. The process is designed to consider issues that represent a change from the position of the current plan and also only includes what are considered to be reasonable options. Reasonable options are those which are deliverable and which continue to reflect the vision of the Plan. Issues are either excluded because they do not represent a change, are not strategic in nature or are not considered to be reasonable options.

6.0 HOW PEOPLE FEEL THEIR COMMENTS OR QUERIES HAVE MADE A DIFFERENCE

6.1 This question specifically sought views on what difference people felt their responses to consultations or general comments made to TAYplan's work. Respondents were asked to choose from a series of model answers but also offered the choice to specify something different. They were then offered the opportunity to comment further if they wished.

6.2 Answers were considered positive where people could see their comments had made a difference or where they could see that these had been taken on board, even if it did not deliver the change they wanted. Responses were considered negative when the respondent did not feel their comments had been considered at all or when they could not tell what difference they had made. Neutral comments were considered to be those who felt that sometimes their comments make a difference but other times they do not.

Figure 5: If you have contacted TAYplan or responded to one of our consultations what difference do you think your comments made to our work?



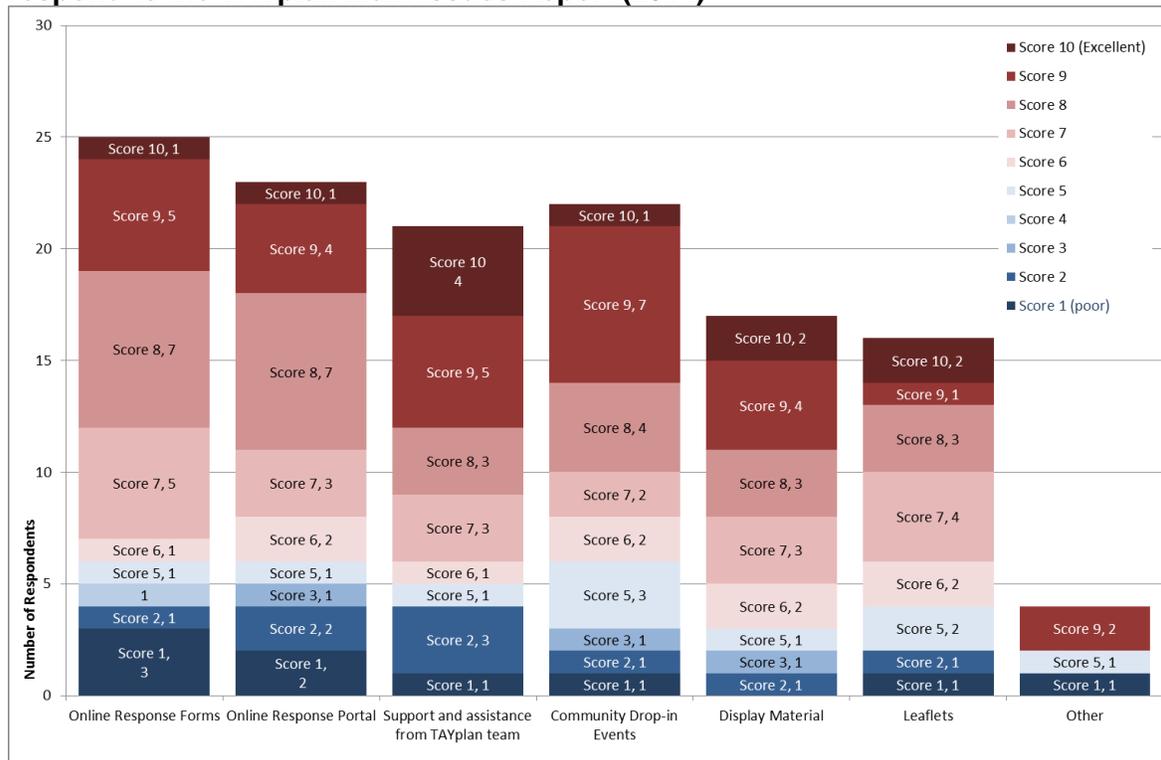
6.3 All respondent categories included some of the positive answers. For voluntary organisations, government bodies and other, most or all responses were positive. Most responses from community councils indicated that they could not tell what difference their comments have made. Most responses from members of the public showed that they either did not think their comments had been taken into account or could not tell.

- 6.4 Four respondents added comments to explain their choices as set out below:
- *'In the round that led to the present Plan, I gave extensive comments on some subjects that particularly interest me....On the whole I don't think my comments made much if any difference to the outcome of your work but perhaps they made you think a little about the presentation of some of your arguments'.*
 - *'Your website is the obvious place to find answers but, in my experience, it does not do so. I do appreciate, however, that it is difficult to respond to every individual issue'.*
 - *'With human population increasing, land for food production must be preserved; Tayplan does not seem to take cognisance of this'.*
 - *'Feel that comments taken on board. We would have liked our comments on development (one of the Strategic Development Areas) to have been taken into consideration where we call for a review of the number of houses proposed. Unfortunately this has not materialised and the situation remains the same'.*
- 6.5 One of the reasons why some respondents may not be able to see what difference their comments made could be because TAYplan had not, at the time of the customer survey, published its response to the Main Issues Report (2014) consultation comments. However, these points raised here prompt TAYplan to consider how it engages with the general public and other 'non-technical audiences' post consultation.

7.0 QUESTION 7: HOW USEFUL DID PEOPLE FOUND TAYPLAN'S CONSULTATION METHODS FOR HELPING THEM UNDERSTAND AND/OR RESPOND TO THE MAIN ISSUES REPORT

- 7.1 This question asked people to score different methods of engagement that had been used for the Main Issues Report consultation. The focus was on whether this helped them to understand or respond to the Main Issues Report.
- 7.2 The question listed 6 different techniques or approaches and asked for scores between 1 and 10 where 1 is poor and 10 is excellent. There was also the opportunity to specify 'other'. There was also further opportunity to elaborate on these responses for those who wished to.
- 7.3 Not every respondent commented on every method. However, Figure 6 (below) shows that the majority of respondents scored each of the methods positively (with scores of 6 or more).

Figure 6: How useful were these methods in helping people to understand and/or respond to the TAYplan Main Issues Report (2014)



7.4 The lowest scores were given by a mixture of members of the public, community councils and one government body. Others within these categories also scored each method highly. This shows a mix of different views or preferences within each of these categories. Six of the respondents provided further explanation of their views:

- A business organisation commented that the online portal could be a little awkward for representative bodies.
- A community council commented that they were very happy with the information provided.
- A member of the public commented that *'given the small number of participants in the public events you may well be asking yourselves if it is worth putting on such events but my answer would be certainly yes. I found it particularly useful to meet representatives from TACTRAN and Scottish Water, with whom I had interesting and informative discussions, and which shed light on some issues on which I had commented in the plan development process. The Scottish Water contact actually led to a call from one of their senior PR executives to explain to me in greater detail the work of the agency in regard to the matters I had raised. The sad thing was that my community council had dismissed as irrelevant the invitation to attend one of these events'*.
- Another member of the public said *'I spoke to one planner and two liaison staff who were all very pleasant and helpful but getting a firm date for the third bridge proved impossible, yet I would like to see it enable access to the A9 and the west from the A94 and A93 in my lifetime'*.

- A member of the public said ‘the personnel at drop-in events were uninterested in land preservation’.
- A member of the public commented that ‘only central areas were served. TOTALLY insufficient events at a local level. People who could not travel far were poorly served, if at all. This shows that planners care little about opinions of the people whom they serve and pay lip service to proper and full consultation’.

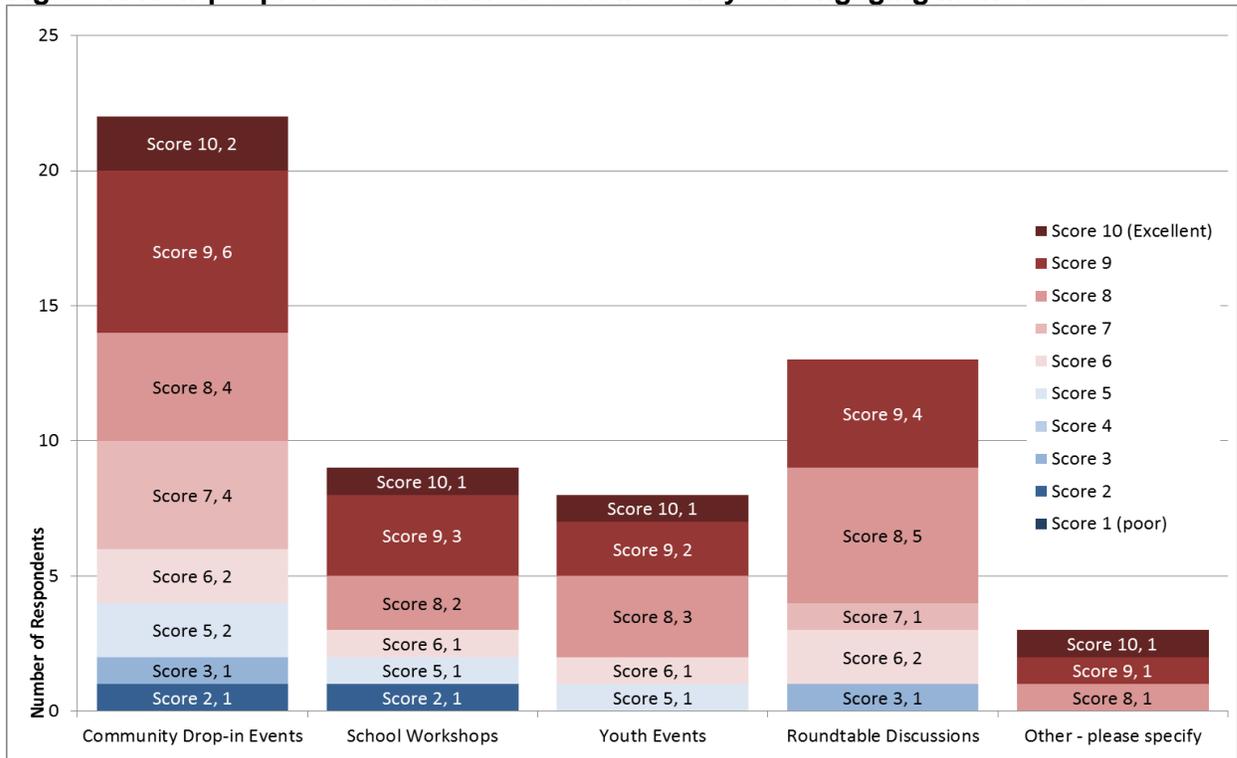
7.5 The views above provide some illustration of the challenges associated with undertaking Main Issues Report consultations. Namely it is not possible to host events in all settlements. Some issues that are of specific interest may not always be addressed by the document that is being consulted upon and this can often be because this is not a strategic issue. It also illustrates some of the additional value that can be gained from linking up people in different organisations.

7.6 This also shows that the methods used are generally supported but that some of the issues raised or the low scores could be resolved with additional work and thought.

8.0 HOW PEOPLE RATE SOME METHODS OF CONSULTATION FOR THE FUTURE

8.1 This question asked people to score different methods of engagement to be used in the future. They were also given the opportunity to specify others and to provide further explanation for their answers if they wished.

Figure 7: How people rate the methods below as ways of engaging in the future



- 8.2 All of the methods were broadly considered to be appropriate for future engagement. Of those specifying 'other' one referred to a more accessible website suited to non-expert users and another to direct email correspondence. Positive responses were received from all categories of respondent. Negative responses were received from some community councils and some member of the public.
- 8.3 Six of the respondents chose to elaborate further on their comments as follows:
- *'The Community Drop In events were productive from I and my colleagues on the Community Council reported back. We found that members of the public, who knew of TAYplan, liked the events and found them informative.'*
 - *'Very happy with the engagement arrangements.'*
 - *'Too much attention appears to be given on the internet to satisfying technical requirements of planning legislation. You need to employ someone with educational skills, it seems to me, who can simplify your information and make it more accessible to non-planners and non-geek users of computers.'*
 - *'Ageist'.*
 - *'You appear to be more interested in the youth than in the people who actually pay. It is important that youth are involved but these questions are designed to get the answer you appear to want. People want us to engage the youth therefore we will ignore the rest or make it difficult for older people. It smacks of an ageist attitude, and attitude that the youth are more important than the rest of the population. Having attended various community events these have been poor and so called experts cannot answer questions. They state we will get back to you and questions are then conveniently lost. When it came to the hard questions you do not want to play.'*
 - *'I consider involvement to be a total waste of time. Such 'consultation' is purely a 'box ticking' exercise for the MSPs who will totally ignore the results.'*
- 8.4 Some of the specific comments offer strong views, in particular those suggesting that there is an 'ageist slant' to our approach at engaging young people. These efforts to engage young people are the consequence of the previous Plan exercise where it was clear that the majority of respondents were aged over 40. TAYplan wanted to engage those who will grow up and become adults over the next 20 years and possibly have families of their own. TAYplan officers are strongly of the view that this has been successfully redressed the balance rather than created any imbalance.
- 8.5 There appears to be general support for a continuation of community drop-in events although not all who attend these appear satisfied. Some of these issues may be resolved by trying to answer questions at the time or by ensuring that those attending feel they have had the opportunity to discuss all of the issues of particular interest to them. Sometimes this may provide an answer that is not welcomed.
- 8.6 TAYplan has also gone to some lengths to make material easier to understand and follow. This is challenging, but is the right way to go to better engage audiences. Online and electronic systems are not to everybody's taste and there are also efforts that can be made to simplify these. However, online system offer huge time, cost and environmental advantages.

9.0 THINGS TAYPLAN COULD DO DIFFERENTLY TO IMPROVE CUSTOMER RELATIONS

9.1 Question 9 specifically asked whether TAYplan could do anything differently to improve customer relations and what people thought this would be. 18 respondents chose to provide an answer as categorised below.

Business or business group/ trade body	We'd be pleased to support TAYplan to conduct some broader discussions with the property industry.
Community Council	I don't think there is anything I can add. Keep doing what you are doing.
	More coverage on local media.
	More localised drop-in-events to highlight how TAYplan will impact on existing of proposed local structure plans.
	Prioritise the info sent out as many people will be interested in the key stages and will look for these dates coming up whereas perhaps businesses and the like will delve a bit deeper into TAYplan.
	Unfortunately, I am unable to complete this questionnaire but I appreciate the effort the team is making. I am keeping a watching brief and look forward to seeing the proposed plan in May-June 2015. A stamped/addressed envelope would have been useful for people wanting to make returns via snail mail.
Elected councillor or parliamentarian	Tell us what difference this has made
Government body (national or local)	More use of smaller Planning Authority/ Agency workshops with pens and paper actually 'making' the plan and doing it at the same time as populating the Action Programme, so for every commitment in the plan there is action to make it happen with an agency or a. n. other against it.
	It might be helpful to be more visible outwith consultation periods. So that people become much more familiar and know TAYplan than just at consultation time. This might be more emphasis in community publications/circulars, public notice boards, community meetings presentations etc.
	Think it is good that TAYplan staff are very approachable on both a formal and informal level - good to be able to pick up the phone and discuss issues (or seek guidance in return) when appropriate.
Member of the public	Everyone in the planning sector needs to work harder at getting the message across to the public that things have changed radically with the advent of statutory plan-led development. The public need to know that it is often too late to complain about planning applications by the time they are made. If the development complies with the development plan, there is usually not much that third parties can do about it. If they had known it at the time, they could have tried to have their say before the plan got adopted. Developers and landowners know this and certainly are not shy of sticking their oars well and truly into the plan-making process but the public is pretty much quite content to ignore TAYplan until it is too late to do anything about it. Unfortunately I know of at least one large Scottish-based agency that felt it did not influence sufficiently the policies adopted in the last plan, to make it worth submitting comments on the present one.

Member of the public	I think it is quite difficult to engage with the general public now with regard to planning, Before the TAYplan and the Local Development Plan each Unitary Local Authority worked on their own local area plans which were much more apparently relevant to local communities so it was much easier for LA elected Councillors and Community Councillors to engage the interest of local residents in the shaping of local area plans and easier for citizens in local communities to understand the relevance of local area plans to them personally. It is much more difficult as to how the TAYplan advises the LDP and vice versa and how site classifications/planning policies flow from both which directly affect the populations on the ground with various timescales flowing in and out of it all on a rolling programme. A lot more education needs to be undertaken with short simple workshops and/or simple little citizen information packs in plain speak which explain the processes and flows of the new system. Whilst a LDP can hold up a TAYplan, this is not considered desirable so understanding the crucial importance of a TAYplan to citizens 'on the ground' is essential. If a community does not have LA elected Councillors highly versed in planning structures and systems and active Community Councils, citizens can be very removed from engagement.
	Listen, and be democratic. Councillors ignored, tax payers ignored, developers appear to be courted.
	Somehow force legislation to ensure that valid consultation takes place and that the results are respected. I do not infer that your processes are anything less than fair and honest - just that they will be ignored.
	Take the community drop in events to the further away villages.
	The people are not customers and TAYplan is not a merchant. The people have to accept what TAYplan eventually does, no doubt there has been a fair level of public consultation.
Other	None.

9.2 These comments, both supportive and critical appear to reinforce the position taken by preceding questions; namely:

- TAYplan has a wide audience made up of differing degrees of knowledge and understanding. Although there is good engagement more is needed to support those with a less technical understanding, in particular members of the public and community councils.
- The general methods used to engage with people are generally supported, but there is some work to do to make these more beneficial and appealing to attendees/participants.
- Both of these prompt TAYplan to think further about how it continues its work in to presenting its messages clearly and simply to support all with an interest in being able to participate.