

PENNINE LANCASHIRE BUILDING CONTROL



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PORTFOLIO	Pennine Lancashire Building Control
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Marketing

PURPOSE

1. To provide the Joint Committee with a marketing strategy up-date.

RECOMMENDATION

2. That the Joint Committee notes and approves the marketing literature appended.

REASONS FOR RECOMMENDATION

3. To ensure that the Joint Committee is kept fully informed of Pennine Lancashire's Building Control's marketing measures as noted and in line with the PLBC Business Plan 2011 – 2014.

SUMMARY OF KEY POINTS

4. As noted within the Performance Monitoring report, Approved Inspector activity is on the rise and to combat this PLBC has produced the appended marketing literature to introduce potential clients and customers to PLBC and the services that we provide.

Appendix 1 – contains draft letters for each target sector - domestic, residential and commercial.

Appendix 2 – contains draft PLBC marketing brochures highlighting the benefits of using Pennine Lancashire Building Control.

The intention is to issue the above literature to identified contacts upon submission of a Building Regulation relevant Planning application to each respective Council. It is hoped that this introductory information will alert potential clients to PLBC and thus secure more fee income by the generation of submissions for Building Regulations.

FINANCIAL IMPLICATIONS AND BUDGET PROVISION

5. None.

POLICY IMPLICATIONS

6. None.

DETAILS OF CONSULTATION

7. Mike Cook, Director of Economic Regeneration - Burnley Borough Council;
Brian Bailey - Director of Regeneration - Blackburn with Darwen Borough Council;
Neil Rodgers – Head of Planning and Transport;

BACKGROUND PAPERS

8. Pennine Lancashire Building Control Business Plan 2011 -2014

FURTHER INFORMATION

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ALSO: