APPENDIX 6 – SWOT ANALYSIS

The tables below identify the relative strengths, weaknesses, opportunities and threats associated with each service. These will be revisited and updated as the project develops.

Building Control

<u>Strengths:</u> • Local knowledge • Same day inspections • Advice • Surveyors contactable • Speed of plan check • Extensive technical knowledge • Recognised performance • Good customer feedback • Statutory Body • Flexible payment schemes • Business-like approach	**<u>Weaknesses:</u>** • Carrying out too many inspections • Staff focus too limited. Need a wider vision • Drainage – takes to long • Staff retention issues • Reduced staff motivation (terms & conditions) • Linked service operating historic working practices • Support costs associated with front line service • Staffing salaries dictated by corporate need. • Inability to adapt fast enough • Other team's performance giving poor public perception across the board • Reliance on electrical contactors • Reliance on drainage contractors • Lack of understanding within organisation of Building Regulations and their importance
<u>Threats:</u> • Losing further experienced staff • Losing Market Share • General threat and approach to Local Government • Increasing percentage of inexperienced staff • Recent staff members moving to the private sector, taking business with them • Setting fees too high due to recharges applied • Poor response to ICT issues • Failure to commit to change through fear that positions will be lost • Support services costs are not clear which may impact the ability to deliver front line service provision	**<u>Opportunities:</u>** • Company – away from LA has greater freedoms • Training – individual specialisms, creating an opportunity to provide additional services • New staff, new views, new perceptions, remove stagnation • Improve terms to motivate & retain staff • Create a more positive forward looking service • Government changes to legislation may provide the ability to enhance service delivery, e.g. greater responsibility for carbon reduction, through the Building Regulations. • Potential to develop consultancy services

Local Land Charges

Strengths:	**Weaknesses:**
• Legacy systems all consolidated into one system (Swiftsearch) • Turnaround time & new pricing making us very competitive in market place • Standardisation of response formats • Digitisation of records improved with improved processing times • GIS utilised and promoted wherever possible • Good knowledge of systems and area allowing response to one off enquiries by all staff • Good relationship with customers, access and ability to speak direct to staff. • New search tracking system providing customer transparency (launch in next month) • EIR service has been acknowledged and approved by Information Commissionaire.	• Departmental answering for some depts. – co-operation difficult sometimes, lack of appreciation to meet our turnaround needs (e.g. Highways, Common land etc) • Poor departmental manual data records (lack of commitment to capture) • No “On account” payment facilities for regular Full search customers • Limited resources impact on turnaround time when holiday periods occur • No direct search request facility for customers to submit direct to system • Dependency on ICT to resolve GIS and system issues as and when reported, which due to the complex nature of the systems in operation can take hours or days to resolve • Inability to monitor companies taking photos of registers (which they should be interpreting and recording down information they wish to use)
Threats:	**Opportunities:**
• Land Registry taking over LLCR from Local Authority leading to income loss • Personal search companies aggressive marketing to undermine LA position when issuing a Full search due to the ability to be flexible around pricing structure • Increased market share by Personal search companies • Risk of not being able to produce searches if not a member of an organisation such as IPSA or COPSO, when legislation is amended. • Land Registry LLC1 may not match to our Con29 data producing conflicting separate reports to a customer (presently staff rectify issues as and when necessary) • Dept poor records generates problems in service responding to solicitors and creates risks associated with the delivery of refined data.	• One stop shop facility - offering link to all search service provisions (coal board, brine etc) • Set up contractual on-accounts with T&C for customers • Purchase “on line” web submission via Swift module improving on submission channels available • Improve market share, develop marketing strategy and improve customer awareness and ability to purchase searches themselves • Develop a service to meet conveyancer’s specific needs (e.g. Gold star service vs. standard service) • Organise seasonal backup resources to provide continuity of turnaround all year round. • Join an organisation (COPSO/ IPSA or other new organisation for LA’s) allowing our searches to be purchased • Diversify adding extras to service provision (House heat loss surveys etc) • Join services via SLA etc with other LA to provide searches to the conveyancing market. • Set up a verification service (fees and protocol) to deal with variance in LLc1- Land Registry information and Con29 responses • Improve digitisation of other departments data • Cheshire East to promote better use of GIS to facilitate (better use of data by all depts.)