

Customer and Stakeholder Survey for Planning Authorities - Communications Toolkit

The campaign toolkit is for use by planning authorities to promote the customer and stakeholder survey.

Why we need to promote

The National Customer and Stakeholder Satisfaction Survey will be an annual survey undertaken by the National Planning Improvement Team in the Improvement Service. This survey is intended to be filled out by all users of the Planning Authorities in Scotland to collect views on the service received. We will use this to identify areas for improvement.

To ensure the survey has a high return rate we need to push it out on a number of platforms to ensure we reach our audience. There are many opportunities to share the survey, such as through your stakeholder lists, list of applicants and agents, developer forums, newsletters, social media etc.

Using this toolkit

We've provided a range of ready to use assets that you can copy and download. You can use these when communicating about the survey to your customers and stakeholders.



[Link to survey](#)
[Link to graphics](#)

National Planning Improvement

is.
improvement service

Suggested copy for social channels

Have you interacted with [name] planning authority in the last year? We'd love to hear about your experience.

The National Planning Improvement team are looking for stakeholders and customers of planning authorities to fill out this quick survey. This is your opportunity to say what is working and where improvements can be made.

Suggested copy for emails to customers and stakeholders

You're invited to share feedback on your recent experience with [location] planning authority!

On behalf of planning authorities across Scotland, the National Planning Improvement Team is undertaking an annual survey. This survey is intended to be filled out by all users of planning authorities in Scotland to collect your views on the service you have received.

This is your opportunity to say what is working and where improvements could be made.

It should only take a few moments of your time, it is completely anonymous, and all your responses help the planning authorities improve their offer to you.

The National Planning Improvement team will publish the results of the survey at the beginning of next year and each planning authority will be provided with a breakdown for their area.



If there is anything else, you would find useful to promote the survey please let us know.

National Planning Improvement

