



*Putting citizens and
businesses first*

*Better Regulation,
Better Reality*

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The Netherlands*

DBR, Madrid, nov 09

*Why will this be an
issue ?*

*And because we
should want it !*


External:

- because citizens and businesses are not satisfied with us*
- legitimacy question will come up (what has more than a decade of BR brought to us?)*



Internal:


- a way to overcome resistance and fatigue*


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It means more realistic IA's

Consultati on  **IA**  Ex-post evaluation



 outside inside outside


 'new' 'old' 'new'
BR BR


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It means simplifications that matter

Irritation Perception  **SCM**  Communi- cation

 outside inside outside

 'new' 'old' 'new'
BR BR

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It means more behavioralism in BR-
policies

Irritation
Perception


**"Reg
services"**

Transparency
Accessibility
Durability
Speed

outside inside outside

'new' BR

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It means reaching out from our

Old BR playing
field

New BR playing
field

Source

End of
pipe

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Example: reducing burdens for citizens

Irritation
Perception

SCM

Communi-
cation

A user based mapping of burdens

- Profiles and life events
- Shows organisational knots and fragmentation as well
- Helpful in communicating results

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BIJSTANDSMOEDER

REDUCTIE IN TIJD 1-1-2007 9%

GEMEENTE

- 01. Samenlevingsvervalsing
- 02. Samenlevingsvervalsing
- 03. Aanpak bijstand voor verzuim
- 04. Aanpak bijstand voor verzuim
- 05. Maatregelen in het kader van de aanpak bijstand voor verzuim
- 06. Aanpak bijstand voor verzuim
- 07. Aanpak bijstand voor verzuim
- 08. Aanpak bijstand voor verzuim
- 09. Bijstand voor verzuim
- 10. Aanpak bijstand voor verzuim
- 11. Inzetten maatschappelijke organisaties
- 12. Aanpak bijstand voor verzuim

SELASTINGDIENST

- 13. Aanpak bijstand voor verzuim
- 14. Aanpak bijstand voor verzuim
- 15. Aanpak bijstand voor verzuim

LBO

- 16. Aanpak bijstand voor verzuim
- 17. Aanpak bijstand voor verzuim

RADG

- 18. Aanpak bijstand voor verzuim

HUISARTS

- 19. Aanpak bijstand voor verzuim
- 20. Aanpak bijstand voor verzuim
- 21. Aanpak bijstand voor verzuim

LEGENDA

- Werk en bijstand
- Werk
- Algemeen
- Werkloos
- Werkloos
- Werkloos
- Werkloos

1 - 1 bijstand (100%)
2 - 4 bijstand (20-40%)
5 - 8 bijstand (20-40%)

	WEEK 24 MEI 2003	WEEK 24 JUN 2003	WEEK 24 JUL 2003	WEEK 24 AUG 2003	WEEK 24 SEP 2003	WEEK 24 OKT 2003	WEEK 24 NOV 2003
STARTTUALE 2003	71 jaar 24 m.	STARTTUALE 2003	41 jaar 24 m.	42 jaar 24 m.	43 jaar 24 m.	44 jaar 24 m.	45 jaar 24 m.
REDUCTIE 01-01-2007	31%	REDUCTIE 01-01-2007	4%	4%	3%	4%	3%
REDUCTIE 01-01-2007	31%						

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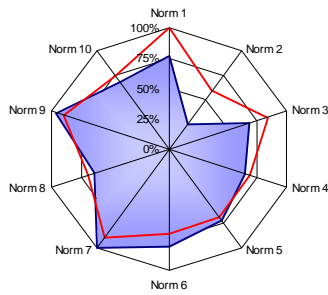


Example: targeting Regulatory Services

Irritation Perception

"Reg services"

Transparency
Accessibility
Durability
Speed



- We developed a 10-indicator based norm for "Good Service" in relation to regulation
- We targeted the top-10 'end of pipe'-desks to comply with it
- It includes 200 municipalities covering > 50% of Dutch businesses



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Certificat of Good Services Municipality of Zoetermeer 2009

Standard 1. Compliance with application deadlines

De minimum standard has been achieved for 80% of the applications.

Deadlines are particularly exceeded in relation to parking related applications. The consultation with third parties such as the police takes a lot of time, causing the municipality to occasionally fail in meeting their deadlines.

The municipality will investigate their consultation process with third parties in order to speed up the application process.

Standard 2. Recovery Period

There is no clear image on the application process within the recovery period.

The files reviewed do not contain any data on recovery periods.

The municipality will start to monitor more intensively the recovery periods, in case there has not been met with the application deadlines.

Standard 3. Comprehensiveness of requests and applications

With a result of 87% can be concluded that the municipality has complied with the minimum standard.

The municipality achieved this result thanks to, among others, the reliable product information on the website, the clarity of the quality standards in the charters, and the careful intake.

In order to continue to improve the results the municipality is actively engaged with the deregulation project.

Standard 4. Substantive knowledge and expertise

De expertise of the municipal staff was given a score of 5.5 out of 10.

The evaluation of substantive knowledge varies per department.

The municipality improves the quality of the interaction with clients by having a better allocation of tasks between the front office and back office employees. The registration of the nature of the questions and the processing of these questions will also help further improvement.

Norm 10. Administrative burden on businesses

The score on AB reduction has not yet been defined, because the national AB results in the (concept)measure model at the time of the measurement are not yet known.

Mid 2008 an AB reduction of 10% has been realised according to the report of EIM & Zenc (July 2008).

In 2009 the municipality works intensively further on their deregulation project. The municipality want to realise an AB reduction of 30% in 2011.



Standard 5. Perception of inspections

Inspections are not yet integrated.

Inspections are carried out by various departments. Businesses in the hotel and catering industry have particular problems in this respect.

Since the second half of 2008 the municipality has carried out integrated inspections, and improved, with regard to businesses, their cooperation with the fire department and other external organisations.

Standard 9. Sound decision-making

22% of the objections and appeal procedures are legitimate.

Analysis of the objections and appeal procedures has shown that in particular for the product building permits the municipality is put in the wrong.

The municipality is streamlining the working processes, of which the fastlicense is the first result. Also it is examined whether the expectation management can be improved by means of additional communication.

Standard 8. Customer satisfaction

With a score of 6.5 out of 10 the municipality does not meet the minimum standard.

The businesses have graded the customer satisfaction with a lower mark than the minimum standard. Known problems are the accessibility of the municipality and the processing of requests concerning building permits.

The Service Team for Businesses started with targeted improvement actions and monitors the quality via the national benchmark.

Standard 7. Topicality of municipal information

With a score of 50% the municipality does not meet the minimum standard.

Currently, the municipality is improving the accessibility of the website.

Within the framework of current deregulation and digitalization projects the municipality is constantly actualising all external and internal information for the most requested.

Standard 6. Response speed

The municipality responds to questions and requests within 3 working days.

The standard has been met for the monitored task fields.

At the start of 2009 the municipality has improved the possibilities for contacting the municipality by means of a simplified contact form on the website. By means of digital processing it is possible to adequately monitor the processing term and to improve the response speed.