

# ASTLLCE

## Manage communications regarding the local land and property information service



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### Overview

This unit is about managing communications regarding the local land and property information service in order to ensure that users, staff and colleagues in other departments or agencies have complete, accurate and up-to-date information about its features and benefits

Who is it for?

This unit is for you if you:

- Have overall responsibility for managing communications about the local land and property information service provided by your authority
- Have responsibility for maintaining the Local Land Charges Register and those who manage responses to local land and property enquiries in other local authority departments

There are three elements:

1. LLCE.1 Promote the local land and property information service
2. LLCE.2 Assure the accuracy and consistency of communications regarding the local land and property information service
3. LLCE.3 Provide specialist information and advice about the local land and property information service

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### Performance criteria

*You must be able to:*

#### **LLCE.1 Promote the local land and property information service**

- P1 identify actual and potential users of the local land and property information service and their requirements
- P2 identify the features of the local land and property information service and how these meet users requirements
- P3 identify accurately the features of competitors services and how these compare with the features of the local land and property information service
- P4 clearly communicate the features and relative benefits of the local land and property information service to actual and potential users using appropriate media
- P5 anticipate and counter users objections to features of the local land and property information service the local land and property information service

#### **LLCE.2 Assure the accuracy and consistency of communications regarding the local land and property information service**

- P4 brief staff regularly on the features of the local land and property information service and its benefits to users
- P5 provide staff with written materials about the local land and property information service which they can give to users
- P6 provide staff with standard answers to frequently asked questions about the local land and property information service
- P7 clearly explain to staff the information to which users are entitled, and the information to which they are not entitled or for which an additional fee is payable
- P8 train staff to counter users objections to features of the local land and property information service courteously and professionally
- P9 provide staff with opportunities to raise and discuss how to deal with difficult situations with users
- P10 agree with staff the types of situation they can deal with and the types of situation which should be referred to someone else
- P11 monitor the accuracy and consistency of communications regarding the local land and property information service and take appropriate corrective action, where required

#### **LLCE.3 Provide specialist information and advice about the local land and property information service**

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- P12 provide appropriate opportunities for users, staff, managers, elected members and colleagues in other departments or agencies to ask you for specialist information and advice about the local land and property information service
- P13 provide users, staff, managers, elected members and colleagues in other departments or agencies with complete, accurate and up to-date information and advice about the local land and property information service in a clear, concise and timely manner
- P14 if your knowledge is insufficient to provide complete, accurate and up-to-date information and advice, consult appropriate sources

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### Knowledge and understanding

*You need to know and understand:*

### Communication, information and advice

- K1 the implications of the Freedom of Information Act 2000, the Re-use of Public Sector Information Regulations 2005 and the Environmental Information Regulations 2004 for those working in the local land and property information service
- K2 the implications of the Housing Act 2004 and the Home Information Pack Regulations 2006 for those working in the local land and property information service
- K3 how to communicate the features and benefits of the local land and property information service internally and externally
- K4 objections users may raise to the features of the local land and property information service and how to counter these objections
- K5 how to brief staff on the features and benefits of the local land and property information service
- K6 how to train staff to counter objections to features of the local land and property information service
- K7 how to prepare clear written materials about the local land and property information service
- K8 appropriate opportunities for staff to raise and discuss how to deal with difficult situations, and how to provide such opportunities
- K9 the types of situation staff can deal with and the types of situation they need to refer to someone else
- K10 appropriate opportunities for users, staff, managers, elected members and colleagues in other departments or agencies to ask for specialist information and advice, and how to provide such opportunities
- K11 how to ensure your information and advice is complete, up-to-date and accurate
- K12 how to provide information and advice in a clear, concise and timely manner

### Local Land Charges and property information

- K13 the implications of the relevant Local Land Charges Act 1975 and Local Land Charges Rules 1977 for those working in the local land and property information service
- K14 the purpose of the Local Land Charges Register
- K15 the Parts of the Local Land Charges Register
- K16 the nature of a Local Land Charge and the different types of Charges
- K17 the different types of local land and property search that may be carried out

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- K18 The implications of the Housing Act 2004 and the Home Information Pack Regulations 2006 for those working in Local Land Charges
- K19 the features of the local land and property information service
- K20 the implications of legislation relevant to your department for providing information to users of the local land and property information service
- K21 the information to which users are entitled as part of the local land and property information service
- K22 the information to which users are entitled, but for which an additional fee is payable
- K23 the information to which users are not entitled
- K24 national and local guidance for working with users of the local land and property information service
- K25 national and local guidance on fee levels for local land and property information and other related services

### Marketing

- K26 how to identify actual and potential users of the local land and property information service and their requirements
- K27 how to identify the features of the local land and property information service and the benefits to users
- K28 the features of competitors services and how these compare to the features of the local land and property information
- K29 the range of media for communicating the features and benefits of the local land and property information service, and how to select appropriate media

### Organisational context

- K30 local systems and procedures for maintaining the Local Land Charges Register and records required to respond to local land and property enquiries
- K31 the range of sources to consult if your knowledge about the local land and property information service is insufficient to provide complete, accurate and up-to-date information and advice

### Quality Assurance

- K32 the importance of monitoring the accuracy and consistency of communications and how to do so
- K33 the range of corrective action to take in the event of communications being inaccurate or inconsistent, and how to select and implement appropriate corrective action

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### Additional Information

#### Scope/range related to performance criteria

#### 1. Users

- 1.1 conveyancers
- 1.2 members of the public
- 1.3 Personal Search agents
- 1.4 National Land Information Service(NLIS)
- 1.5 representatives
- 1.6 others

#### 2. Features

- 2.1 scope of information available from the local land and property information service (what is available from different departments and what is not)
- 2.2 modes of access to information
- 2.3 access times
- 2.4 response times
- 2.5 response formats
- 2.6 fees payable and modes of payment
- 2.7 additional services available

#### 3. Benefits

- 3.1 ease of access
- 3.2 reliability and completeness of information
- 3.3 local knowledge
- 3.4 speed of response
- 3.5 professionalism and courtesy of staff
- 3.6 value for money
- 3.7 other local benefits

#### 4. Appropriate media

- 4.1 printed materials
- 4.2 websites
- 4.3 events
- 4.4 personal communication with users
- 4.5 other media

#### 5. Appropriate corrective action

- 5.1 reviewing the situation with the staff concerned
- 5.2 providing staff with amended or additional information
- 5.3 retraining or rebriefing staff
- 5.4 redefining the situations staff can deal with and situations that 5.5

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must be referred to someone else

### 6. Sources

- 6.1 within your organisation
- 6.2 outside your organisation

### Links to other NOS

How does it relate to other units?

LLCE is one of a group of eight units which describe the specific Local Land Charges and property information functions.

Another unit, LLCF Provide information and assistance to individuals accessing the local land and property information service, is for other staff who provide information and assistance to users, but do not have overall responsibility for managing communications about the local land and property information service.

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**Relevant occupations** Business, Administration and Law; Agriculture; Managers and Proprietors in Hospitality and Leisure Services; Urban, rural and regional planning; Administration; Law and legal services; Legal Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Administration and Secretarial Occupations; Government and Related Organisations; Business and Finance Associate Professionals

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**Suite** Local Land Charges and Property Information 2009

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