



## Hints and tips...

- ✓ Clear and concise messaging
- ✓ Encourage users towards online submission
- ✓ Correct links and buttons
- ✓ Use of Planning Portal web content:
  - [Make an application](#)
  - [Interactive guides](#)
  - [Do you need permission?](#)
  - [Common projects](#)
  - [Fee calculator](#)
- ✓ Duplicate our content as much as you want
- ✓ Use our “[Local Authority guide to linking to the Planning Portal](#)”

**Ensure you review content and links every 6 months so they are up-to-date and accurate!**

## Things to avoid...

### ✗ Confusing messaging

- Ensure LPA payment links and information are not on your 'Make an application' or 'Apply online' pages
- Ensure all information is current, relevant and accurate

### ✗ Check all Planning Portal links are correct- they must be .co.uk not .gov.uk.

- Clearly state your preferred submission method if you want applicants to submit online
- Refrain from mentioning email applications or including links to email addresses
- Do not link to individual application forms - these can be accessed directly from [www.planningportal.co.uk/paperforms](http://www.planningportal.co.uk/paperforms)