

HAVANT BOROUGH COUNCIL

At a meeting of the Scrutiny Board held on 10 September 2013

Present

Councillor Shimbart (Chairman)

Councillors Bastin, Mrs Blackett, Cousins, Galloway, Hart, Hilton, Keast, Kennedy, Lenaghan, Mackey, Ponsonby, Mrs Smallcorn, Smith J, Smith K, Tarrant, Turner and Wilson

8. Apologies

Apologies for absence were received from Councillors R Bolton, H Farrow, B Gibb-Gray, R Heard and D Smith.

9. Minutes

RESOLVED that the minutes of the meeting of the Scrutiny Board held on 21 May 2013 be approved as a correct record.

10. Matters Arising

There were no matters arising from the minutes of the last meeting.

11. Declarations of Interests

There were no declarations of interests from any of the members present.

12. Chairman's Report

The Chairman commended the Panels for all their efforts and the recent significant work they had been undertaking.

13. Customer Access and Channel Shift - 12 Month Review

The Board received a report from the Service Manager (Marketing and Customer Relations) providing an update on progress with regard to the recommendations arising from the Marketing and Development Panel's review of Customer Access and Channel Shift, carried out in September 2012 (minute 54/09/2012 refers).

The Portfolio Holder, the Executive Head for Marketing and Development and the Service Manager for Marketing and Customer Relations were invited to join the meeting for the debate on this item and answered members' questions in connection with the report.

An update was provided on what progress had been achieved over the last 12 months and the Board was pleased to note that the majority of recommendations had been actioned. It was recognised that some had not yet

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been implemented due to cost issues, however business cases were being developed to take these forward.

In response to a suggestion from the Board that future resident surveys be combined with the distribution of electoral registration forms, it was agreed to consider this in future. The Board was reminded of the importance Councillors' played in establishing the needs of the local population and their assistance in gathering this information would be invaluable.

RESOLVED that the report be noted and that the Scrutiny Panel be requested to build upon work to date.

14. Policy Review - Marketing Strategy

The Board considered a report from the Marketing and Development Panel setting out the Panel's findings in connection with its policy review of the Council's Marketing Strategy.

Members of the Scrutiny Panel presented their report to the Board and answered members' questions in connection with the Panel's proposals.

Several questions were submitted to the Panel before the meeting and these and their related responses are attached to these minutes at Appendix A.

The Board discussed the importance of investigating the different options available to the Council of providing and maintaining an excellent service to its customers particularly with regard to potential future financial constraints. In response to a suggestion that a review of alternative methods of potentially administering the borough in the future be undertaken, the Board considered that this matter should be subject to scrutiny by the Governance and Logistics Panel.

At the conclusion of the debate the Chairman thanked the Panel for all their hard work and effort in producing an interesting and informative report.

RECOMMENDED to the Cabinet that

- (1) The Council adopts the process of Commissioning as set out in paragraph 3.10 of this report;
- (2) all potentially appropriate service delivery models be considered, not limited to those referred to in this report, in taking forward future customer-focused service delivery, in line with the mixed economy approach set out in the Council's Marketing Strategy; and
- (3) any proposals for the implementation of alternative service delivery models, in relation to any particular service, be in line with the Council's Corporate Strategy priorities and supported by a sound business case.

RESOLVED that the Governance and Logistics Panel be requested to review alternative methods of administration for the borough.

15. Work Programme 2013/14

The Board was given an opportunity to review progress with regard to the work undertaken by the scrutiny panels since the last meeting and to identify any additional matters for inclusion in the Board's work programme.

RESOLVED that progress to date with regard to the Board's work programme be noted and that no additional matters be selected for scrutiny/policy review at the present time.

The meeting commenced at 5.00 pm and concluded at 6.46 pm

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	Questions Raised By:	
1.	Cllr Faith Ponsonby	<p>One minor point, on Agenda item 6, page 10 3.2 of the Appendix, in the second para it says 'we exceed the national standards...' In the context of the para, I assume it means we fall below the national standards. Exceeds implies we do better than! Could this be clarified.</p> <p><u>Response:</u> <i>We exceed the standards, in the meaning that we answer our calls more quickly than the national standards. We need to look at this because it is not necessary to exceed these standards, nor is it expected by our customers. If we look at reducing the standards we can potentially look at making a saving.</i></p>
2.	Cllr Ponsonby	<p>In the same para, re the chart: Is there a pattern to the time the calls come in, eg more calls in the first couple of hours of each day. Whilst this is outsourced to Capita, it often seems to me that there are a number of operators with little to do in the afternoon. The chart would show an average of about 500 calls per working day. Maybe the amount we pay Capita to provide this service could be reduced by part-time/flexible working so that most staff are working when calls are likely to come in.</p> <p><u>Response:</u> <i>The resourcing of the staff falls to Capita, we are not able to influence their working patterns, however they do have to justify their costs annually and we will ensure this is robustly challenged in the next annual review of the contract.</i></p>
3.	Cllr Ponsonby	<p>Page 13, para 8. What is the proposed content of the residents' packs?</p> <p>Is there a possibility of combining forces with local businesses to provide some content for the pack, which could offset the costs of producing these?</p> <p><u>Response:</u> <i>The residents packs are not proposed to be physical 'packs' but are a package of offers suitable to each customer type. For example - offering customers green bins as a 'paid for' service. We do not have content for these offers as yet - we are carrying out market research.</i></p>

4.	Cllr Ponsonby	<p>Page 14, para 9 Could you provide more detail of 'Sandy's sounding board' and some of the comments posted on this?</p> <p><u>Response:</u> <i>Sandy's Sounding board is a meeting we have every quarter where any staff member can come along a pitch a business idea or other suggestion to Sandy Hopkins. Examples of the suggestions already made include:</i></p> <ul style="list-style-type: none"><i>• Use of business directories e.g. Havant Business Guide & Directory to promote the Services that the Council offers particularly those which will generate income for the Councils.</i><i>• Actively promote the Councils premises for weddings or other formal venues; suggestion to hold a wedding fair with local businesses to generate interest.</i><i>• Enterprise day/event to encourage ideas for business/income generation from teams across both Councils.</i><i>• Corporate account for parking so staff can use a code to pay for parking to reduce administration and back office support in processing car parking charges.</i>
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