

Cabinet Lead Reports – 22 July 2015

Councillor Mike Fairhurst - Cabinet Lead for Marketing and Development

Marketing

The marketing team continue to work on the Personalisation programme in order to:

1. Identify and group existing council services (individual products, e.g. waste collection, pest control) into packaged offers that are priced, tailored and marketed at defined (segmented) resident types.
2. Deliver a series of focused offers to individual residents (not residences) that are selected and built upon the resident's individual preferences and council created profile.
3. Allow those residents to gain access to a unique account via a secure council web-portal that collates and integrates their personal account information and interactions from across the council's departments. This interactive portal will allow customisation by the resident and in turn, allow the council to promote their targeted packaged offers. Residents are then able to order or add their additional services through the portal promoting channel shift.

Working with the Business Improvement team, we have completed the research phase and are in the analysis phase where we are finding more to do than originally scoped. The team remain focussed on delivering Digital Public Service Excellence and are currently scoping the additional work to review the business case and progress the programme.

The team are working towards a review and refresh of the HBC website.

Communications

The 'Serving You' Magazine was issued in May and received a positive welcome from residents.

We posted a video of chewing gum removal in the town centre to show interested residents and visitors how we do it. The video received 464 views and 13 'likes' to date, once of our most successful social media postings to inform the public on what we do and how we do it.

A full consultation was held asking residents and customers of Havant Borough Council their opinion on how to deliver all Operational Services differently which received a good response with the public taking part in telling us what they think. The outcome of this consultation will be included in future reports to Council.

Customer Services and Internal Strategic Contract Negotiation and Management

The 5 Councils procurement has passed through the next stage of the process with the bidders producing an outline solution at the beginning of June. These have been evaluated and bidders chosen to progress to the detailed solution stage. From 20th July through to week commencing 3rd August officers will work with bidders in a competitive dialogue process to help suppliers prepare their detailed solutions.

ICT

The IT Partnership Agreement was signed by Havant, East Hampshire and Hampshire County Council in August 2012, with the expectation that in 2015 a review would be carried out to investigate whether the IT Partnership service design is fit for purpose from 2017 onwards (the current end date of the Agreement).

By December, the review will define and evaluate options for service delivery, to inform next steps which will be either:

1. Adjustments to the IT Partnership Agreement to continue beyond August 2017, or
2. Embark on a procurement exercise

The project is currently in the Requirements Gathering phase, with staff and Councillors involved. The Councillors Workshop was held on 7th July, and was a very useful opportunity to understand the needs around IT from a Councillor perspective.

Change and Transforming Services - Service Futures

In addition to the major piece of work on Personalisation, the Business Improvement team for the Council continue to work across all services to support their transformation plans. This work is organised around the themes of Service Futures: Delivering Differently, Organisational Development, Strategic Procurement and Creating Growth and Prosperity. Updates on various projects will be covered in different Cabinet Lead reports; however below is a list of projects which highlights the breadth of support to change across the Council – ensuring we put resources to good use:

- Legal Services – business development opportunity
- Transfer of Parking and Traffic Management to EHDC
- Operational Services Review
- 5-Councils Corporate Services Procurement Project (see above a more specific update relating to Customer Services part of this)
- Support to deliver organisational development outcomes such as the Annual Awards scheme and Terms & Conditions Phase 2 project

- Support to strategic procurement outcomes including the leadership of the IT Review referred to above
- Support to Prosperity Havant as part of the Creating Growth and Prosperity theme.