

Cabinet Lead Reports – Full Council 17 February 2016

Councillor Mike Fairhurst - Cabinet Lead for Marketing and Development

The Marketing materials (including branding) that will tie Havant Borough Council and NORSE South East together are in development with draft designs being prepared as I write. It is important to allay potential fears of residents that some new organisation is removing their waste when the JV is up and running.

Fieldwork for the HBC Residents' Survey will be taking place in February and March 2016 with a sample of residents. A questionnaire, with covering letter, will be sent to a sample of approx. 3,500 residents. This research will provide us with a rich source of customer opinion and provide an over-arching evidence base for business intelligence work going forward. It draws on the themes of the corporate strategy and business plan objectives for 16/17.

Havant Borough Council fared well in the 2014 survey and we hope to find that we have maintained the high opinion our residents have of us for the services we continue to deliver to a high standard despite the severe reduction in our grant from central government - and all without increasing council tax. A report of the results of the residents survey will be provided in a briefing for Councillors when we have it - assuming this is desired.

Work to improve the website is going on in the background with a view to releasing an improved site in May 2016. The site will include a new function where residents can pick up much more information about their local areas. Residents will be able to enter their address and will find helpful functions such as where there are planning applications near where they live and also who their local Ward Councillor is and how to contact them - personalised to each address."