

## **Cabinet Lead Reports – Full Council 13 April 2016**

### **Councillor Narinder Bains - Cabinet Lead for Marketing and Development**

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#### **Marketing**

##### **Personalisation**

The personalisation programme has been focussed on creating a 'single customer view', working with the Governance and Information Manager to create draft policies and processes to ensure only collect data from our residents 'once' and that we then share that data internally where statutes allow.

The technology (Customer Relationship Management System) has been designed – the replacement of this technology requires further negotiations under the 5 Councils contracts where IT and Customer Services both sit.

##### **Communications**

The spring edition of 'Serving You' magazine has now been delivered throughout the borough and has received a positive welcome and a number of letters to the Editor, which shows residents are not only receiving it but also reading it.

Social Media contact is on the increase with Havant Borough Council's Facebook Page now having over 1,100 'likes' and most posts reaching hundreds of people every day. One post recently reached 6,566 people. Residents are increasingly using this method of contact to report fly-tipping, missed bin collections and many other subjects.

Our Twitter account now has 2,099 followers, with regular tweets being posted. The most recent successful items were #HBCYC, the Youth Conference and #cleanforthequeen.

##### **Strategic Procurement**

##### **5 Councils**

The 5 Councils programme has been under the Leadership of Cllr Cheshire up to contract signing and then has transferred into my leadership to oversee the implementation and join the 'Joint Board'. The Commercial Contracts were signed on 4<sup>th</sup> April 2016, and the first formal Board meeting will be held on 1<sup>st</sup> July 2016. We are due to commence our services within the Contract during October 2017 although we have expressed a clear preference to commence some or all services before this date if it is a viable option.

Officers are working on an internal programme called 'Fit for 5 Councils' to ensure the smooth transition into the new ways of working.

A Councillor Seminar was held on 16<sup>th</sup> March to provide information on the proposals and this presentation was circulated to all Councillors.

### **Norse South East**

On 23<sup>rd</sup> March the agreement with Norse was signed, leading to the creation of Norse South East.

The service went live on Friday 1<sup>st</sup> of April, with 118 council employees being transferred to the new company. Officers have worked hard to achieve this important milestone, with in depth negotiations ensuring the best deal for the Council and the JV.

### **Business Transformation**

The Programme Office continues to be at the heart of the majority of the Councils projects and programmes, including all of the initiatives discussed above. There are currently over 30 projects in train, with the team providing project management and consultancy services corporate wide. Cabinet is briefed monthly with a Pulse Check which summarises the progress of all the priority projects. Positive progress is being made across the board. I will liaise with Heads of Service under my portfolio and with Cllr Wilson to communicate this positive progress in a dashboard format which is visually succinct and transparent.

### **Business Performance**

Many successes were reported in Quarter 3 including the progress on 5 Councils and Norse, and the transformation project within Planning Services leading to the implementation of many of the improvement actions identified in the Planning Peer Review last year.

### **IT Services**

The team continue to work with 5 Councils and HCC IT to ensure that the IT Service design is fit for purpose. Meanwhile, a Digital Strategy is being developed for the Council which will provide the framework to deliver "Digital by Default" in Havant, building on the principles of Personalisation.